PENTICTON PROFILE: A CASE STUDY IN COMMUNITY INVOLVEMENT

by

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Abstract of Penticton Profile:

A Case Study in Community Involvement

This thesis is basically an attempt to describe and analyze a project designed to bring about maximal involvement of citizens in action to achieve community change. The major instrument in this process was the Community Self-Survey through which it was hoped to simultaneously raise the level of awareness of the community at large and provide a vehicle for meaningful involvement of significant numbers of citizens in community decision-making and planning. The other major factor to be examined will be the role of the sociologist in this process as an enabler-catalyst and consultant rather than as the director of a research project.

Chapter 1: Origination of the Project

In explaining the origination of this project, this chapter begins by considering the role in the community of the U.B.C. Extension Department, and its search for a Community Development model that would be most suited to the smaller communities it was seeking to serve. Included in this consideration of various approaches to community development were some important assumptions and goals about proper strategies for social change, the relationship of action and research, and the role to be played by an educational institution in the process of change. These are dealt with explicitly in this chapter, as these determine the tactics to be used in implementing the project.

The second part of this introductory chapter delineates the process by which plans for this community project was initiated, including discussion of the problem of designing a low-budget operation, the

use of specialists as consultants and the maximization of use of local resources, and the locating of resources, funds and allies for the project. Having evolved a general plan and method of approach, and having received the required financial support, the next problem dealt with is the choice of locale for this pilot effort and the criteria used in the selection of Penticton as the locale.

Chapter II The City of Penticton

This chapter attempts to provide some necessary background material which could help one understand the realities embodied in present-day Penticton. The growth of settlement and the process of economic development are described in regional context of development whose major determinants included the Gold Rush, the building of railroads and highways. The economic bases for the dichotomies which affect life in Penticton are examined, including the summer-winter dichotomy, the contradictions between tourism, the orchard industry and manufacturing growth, as they affect the lives and thoughts of residents.

Chapter III Implementation of the Project

This chapter describes the actual process of involving the community. Starting with the local group which takes the initiative in launching the project, this section discusses the attempts to develop a broad "cross-section" of support and leadership, including the involvement of the City Council, School Board, Chamber of Commerce, trade-unions, and other groups as active participants and decision-makers. It then goes on to delineate the organizational structure which was evolved, starting with the Steering Committee, and its sub-

committees for designing a questionnaire, for organizing a survey, publicity group, etc. It also describes the implementation of a film project by local young people and how this was utilized to maximize youth participation and to encourage public discussion and debate about the survey. It deals with the problems involved in recruiting 475 volunteers and in working out a feasible training program to equip them for the task of interviewing.

Chapter IV The Community Self-Survey

This chapter begins with an analysis of the responsesof the community to the survey, both qualitatively and quantitatively, and relates these to more basic elements in the overall strategy. Following this the chapter includes the survey report based on the first computer run, and a description of the feedback of this information to the survey participants and the general public. This first report showed what were the major concerns of the community, and demonstrated the degree of concensus about major issues as well as the degree of division within the community about other issues. The items of major concern became the focus for a series of Study Groups set up by the Steering Committee to bring back a report with concrete recommendations for community action. This chapter evaluates the work of these committees and deals with the role of the consultants in meeting their requests for breakdown of information by bivariate analysis. The report containing this bivariate analysis is included, together with comments on some of the more interesting features of this analysis.

Chapter V Follow-up Action

This chapter deals with the reports compiled by the Study Groups

and describes their performance in evaluative terms. It summarizes the reports made by these groups and lists the recommendations formulated by them. It then discusses strategies for implementation of these recommendations, and the process by which these recommendations are dealt with by a wider group in terms of actual implementation. The major instrument was the Community Conference, whose proceedings are described, including its assignment of priorities to the recommendations. The chapter concludes with a discussion of the provision of a structure to ensure follow-up activity, i.e. the election of a Continuations Committee.

Chapter Vl Evaluation and Summary

In this final chapter, the writer evaluates the effectiveness of the total project in terms of its own assumptions and goals. It probes a number of crucial factors in the overall process, including the role defined for the consultant and how it was carried out, the problem of representativeness of committees, problems of vested interests and the powerless, obstacles encountered and how they were dealt with, problems of timing and tactics, leadership and personality problems. Finally, an attempt is made to assess the project in terms of strengths and weaknesses and to assess the possible usefulness of this approach to other communities.

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CHAPTER ONE

Origins of the Project

Since this project was developed by the writer in his capacity as Director of Social Science Programs for the Department of University Extension at the University of British Columbia, it would be useful to begin by sketching in some of the operational background which made this project possible.

Since its inception in 1915, the Department of University Extension has provided a variety of educational services to a great many smaller communities throughout British Columbia. In fact, influenced as it was by the traditions of agricultural extension during its beginnings, the U.B.C. Department of Extension has always had a strong commitment to the principles of community education. It has always viewed itself as the vehicle for the extension of the university and its resources into the community.

This commitment received further impetus in 1961 when the Department of Extension was selected by the Ford Foundation's Fund for Adult Education as one of eleven North American universities designated to carry out a special project entitled "Education for Public Responsibility". This project had two major objectives, a) to relate the educational resources of the university to community problems through programs, and b) to encourage the development of expanded knowledge and skills on the part of faculty members and graduate students in the area of urban and regional problems. To accomplish this latter objective, several different approaches were adopted by different institutions. Some universities, notably Wisconsin and Rutgers, expended much effort developing courses on both the undergraduate level and the graduate level designed to educate urban specialists. Other institutions placed

more stress on the development of educational programs for voluntary organizations, occupational groups and decision-makers in the community.

In the case of U.B.C.'s Department of Extension, it was felt that the best strategic use of available funds and human resources would lie in the development of community programs. Two main types of program evolved at U.B.C. under the general heading of Education for Public Responsibility. First, Living-Room Learning, a Liberal Arts discussion program meeting in private homes and using specially written texts and audio-visual materials on major themes was developed. The Department of Extension was responsible for the appointment and training of Discussion Leaders and Group Co-ordinators; for the provision of resource materials; and for general administration. At its peak, there were almost 150 groups meeting in cities, towns and villages all over B.C. An offshoot of this program was a discussion series on the Indians of B.C. organized under the aegis of the B.C. Council of Women in all of B.C.'s major cities.

The other type of project carried out under the "Education for Public Responsibility" umbrella included a variety of seminars, courses, institutes, workshops and conferences on a wide range of social issues, but conducted in co-operation with and on behalf of existing organizations and institutions. Programs were developed for elected officials and professional employees of local government; programs for School Board officials on problems of education; programs with voluntary organizations designed to help them fulfil their community roles and functions more effectively; as well as a large number of ad hoc programs developed for individual communities or groups seeking educational inputs on specific problems, e.g. alcoholism, delinquency, family life, education, minority groups, etc.

One of the major limitations of this project was the scarcity of resource persons within the university who were knowledgeable about and interested in community problems. In part, this was a structural problem, i.e. the problem of inducing academics organized into air-tight departments based on disciplines to look at issues which required inter-disciplinary approaches. In part, our difficulty in recruiting resource persons was based on the disposition of many faculty members in the social sciences to concentrate their search for new knowledge in areas seemingly selected for their remoteness. The net result of these difficulties was, however, a turn towards the greater involvement of community persons. A satisfactory blend of community and university resources was often achieved.

While some progress was achieved in enlarging the pool of resource persons interested in community problems, the overall shortage of such resources has continued to be a limiting factor in our work with communities. This has impelled us to search for approaches which would entail the most economic use of university resources while emphasizing the maximum involvement of local resources. This was especially necessary in light of the proliferation of requests coming from smaller communities all over the province. Most of these appeals for help were focussed on a particular community problem, e.g. delinquency, housing for senior citizens, problems of one-parent families, services for the handicapped, chronic care services, etc. It became increasingly obvious that educational programs focussing on specific problems, no matter how well handled, could be of only limited utility to the community. They simply had to be viewed in a much larger context to be dealt with adequately or even understood. We concluded that our program, if it were to be meaningful, would have to concentrate on more comprehensive,

sequential approaches instead of the piece-meal, ad hoc methods which had characterized so much of our activity.

For these and other reasons, we came to increasingly view the various "Community Development" approaches as providing the most promising kind of matrix for the implementation of our educational objectives. Despite wide-ranging differences, the various concepts of Community Development are agreed on a number of basic principles, including, a) a total view of community as an organic whole, at least in certain essential aspects, b) a belief in planned, purposeful change in the direction of community improvement, c) a commitment to the notion of citizen participation in decision-making, and d) a belief in the potential efficacy of educational processes as a tool for bringing about meaningful change. All of these principles were very much in line with our assumptions. In addition, Community Development as a process seemed to be particularly suited to the kind of educational inputs we had to offer.

On the other hand, it was obvious from even a cursory survey of Community Development projects across the country that, no matter what the sponsorship, whether federal or provincial government departments or voluntary organizations, these projects had not been singularly successful in meeting their own objectives.* Most of these projects seem to have been aborted in their early stages as a result of bureaucratic obstacles, power group pressure, official harassment, hostility from the media, etc., all of which resulted in inability to mobilize target populations beyond initial levels of organization and articulation. The history of the Company of Young Canadians and its unofficial precursor, the Student Union for Peace Action, provide excellent examples

of this frustration. Other programs encountered no dramatic opposition or overt hostility, but were simply swallowed up in a maze of bureaucratic obfuscation, confusion and indifference. These latter type programs were not allowed to slip out of bureaucratic control, nor did they develop any life dynamic of their own. Consequently, they were not viewed as a threat by any segment of the establishment and produced little or no impact. Many of the projects initiated by the Indian Affairs Branch and provincial government departments would fit this latter description.

When one analyzes the factors involved in the failures and shortcomings of Community Development programs in Canada during the past period, several common denominators can be identified. First, most Community Development theories in vogue during this period were predicated on some notion of a Community Development worker who would function as a catalyst for change in the community. In practice this meant the appointment of a person with skills and qualifications in social work, adult education, or the social sciences. In some cases, these qualifications were waived in favour of more technical orientations such as agriculture, engineering or business administration. This also meant that such positions were filled by persons from predominantly middle-class or upper middle-class backgrounds. When one considers that the areas selected for community development projects were invariably rural areas of stark poverty, Indian reserves or slum areas in cities, the inherent difficulties become glaringly apparent.

In the case of the Company of Young Canadians, qualifications were, of necessity, less formal and more flexible, but the class background of its appointees was not much different. Their concept of the role of the change agent differed in some respects from the more traditional

approaches. Their work style was more permissive, and great emphasis was placed on the need to share the life style and conditions of the people they worked with. In any case, it is apparent that whether we are dealing with permissive or more formal approaches to community development, the worker/agent would have to spend a lengthy period of time becoming acculturated to the community if he were to become effective as a change agent. One can hypothesize that the process of acculturation would be longer or more difficult depending on his original social distance from the group or community in question. This would be crucial in terms of two basic dimensions of the change agent's function in a community, a) his ability to gain the knowledge of local conditions and relationships necessary in order to correctly identify major problems and concerns, and b) his ability to develop relationships within the community necessary to effect productive interaction.

It became quite clear that neither of the Community Development approaches outlined above would have much relevance for the type of communities with which we were dealing. Most of the requests for educational programs received by the Extension Department have come from small towns. Aside from the metropolitan areas of Vancouver and Victoria, British Columbia is predominantly made up of small towns with less than 25,000 population. These towns are usually made up of a fairly wide spectrum of socio-economic groups and a mixture of ethnic groups - even those towns organized around resource-based primary industries and often referred to as "company towns". Poverty pockets of population are usually located outside town boundaries in what was known as "unorganized territory", or in adjacent Indian reserves. Aside from those towns based on a large primary industry, other towns function as commercial distribution centres or tourist centres in their regions. It was

obvious that the kind of community development approach designed to meet the needs of rural areas, Indian reserves and big-city slums would not be suitable for our purposes.

In searching for relevant models, attention was narrowed down to three different community development models, a) St. Francis Xavier University's work in development co-operatives among Nova Scotian fishermen, b) Centre for Community Studies' (University of Saskatchewan) work with rural communities and small towns, and c) the Bureau for Community Development at the University of Washington which has done interesting work with suburban areas as well as small towns in the State of Washington. From our study of these three systems, it was our conclusion that the latter two models were most relevant to the kind of communities we were hoping to serve.

Both the Centre for Community Studies in Saskatoon, and the Bureau for Community Development in Seattle have based their operations on the use of the community self-survey as a means not only of gaining useful information about community resources, attitudes and problems, but also as an important lever for mobilizing people and resources. Both have been committed to an action-research concept which posits research, study and action as essential parts of a continuum rather than as discrete entities, and sees this continuum as the cornerstone of the community development process. Both plans insist on limiting the role of the outside expert to that of consultant or advisor, with representative groups of citizens required to take responsibility for goals, policies and directions. Both plans insist as a condition for providing assistance to any community that the community in question or a group of its citizens take the initiative in requesting such assistance. There were, of course, some important differences that evolved during the

implementation of our community development approach, but these will be dealt with later in this report in the description of the process underlying the Penticton Project.

*An excellent summary of Community Development experiences in North America is contained in an article by Arthur Dunham, Community Development in North America, Community Development Journal, Oxford University Press, Vol. 7, No. 1, Jan. 1972.

ASSUMPTIONS AND GOALS

From what has already been said, it is apparent that we were not particularly interested in launching a research project in any ivory-tower, academic sense. Rather it can be described best as "action research", whose primary goal was the mobilization of the community for action to bring about community improvement.* This mobilization was based primarily on a process involving the collection and dissemination of relevant knowledge and its application to the process of decision-making. It was assumed that goals for community improvement could not be set without some reliable knowledge about the community and its perceptions of itself and its problems. It was therefore important for the project to begin with an attempt to determine what were the perceptions of people about their community and its problems. It was felt that the best way to obtain this information was to conduct a comprehensive community self-survey of attitudes and perceptions on all major aspects of community life.

The term "self-survey" was a key concept in the entire scheme. It was felt that the optimum conditions for a co-operative, accurate response from citizens could only be achieved if the project were viewed by these citizens as being generated from within their community rather than as a "snooping" effort by outsiders to collect information for purposes which could only be guessed at. It was recognized that as a result of the welter of surveys conducted by government agencies, academic insititutions, marketing organizations, etc., there has arisen in many communities widespread suspicion of and resistance to survey programs in general. There was no reason to believe that Penticton would be an exception in this respect.

The "self-survey" was conceived as an instrument which would allow concerned citizens to acquire information they regarded as relevant about prevailing attitudes and perceptions of their fellow citizens. It would, if properly carried out, provide reliable information about the level of consciousness of their community and reveal its major concerns and preoccupations. Moreover, the process involved in asking relevant questions could be a powerful lever for raising the level of public consciousness, particularly if the process could be operated in a climate of public acceptance of the goals of the project.

However, the process of raising the level of public consciousness could only achieve a tentative beginning through the process of confronting people with questions about their community. At least two more stages would be required if the level of consciousness were to be raised to a level sufficient to provide a launching pad for effective social change. First, it would be essential to provide effective feedback to the community on the results of the survey. Even in a small community, most people are unable to determine how many others hold views on community issues similar to or different from their own, and are inclined to believe that views promulgated by the media represent some kind of consensus. It is possible in certain situations that this kind of knowledge feedback can have a catalytic effect in spurring people to act on their beliefs. Perhaps more important is the fact that the feedback of results of the survey, whether showing widespread consensus or profound cleavage, can stimulate public discussion and debate on community issues.

Secondly, the stage of follow-up is probably the most important part of this kind of process. This would include the achievement of

some form of community agreement about specific goals, or at least a form of consensus among a significant group of citizens prepared to act to achieve concrete goals. This latter action would presumably include activities by this group to gain wider acceptance on the part of their fellow citizens of their goals. They would have to work out strategy, chart expected obstacles, pinpoint targets and identify and seek out allies to bring about the desired changes. This type of process provides the most valuable kind of learning about one's community and can bring about a significant heightening of the level of public consciousness, even where the group is unable to actually achieve its stated goals.

From the above, it can be surmised that the assumption underlying this argument posits a relationship between knowledge and power. One can go further and state with Harold Innes that the history of civilization has been a succession of stages in which a monopoly of knowledge and the media of communication has been maintained by or on behalf of a ruling elite. This monopoly of information, or at least certain kinds of information, has been crucial to the maintenance of the status quo and the preservation of privileged rule by elites in history. I believe that this is still a very useful assumption in the current context, especially when one considers the problem of monopoly control vis-a-vis the mass media of communications and the increasing computerization of information.

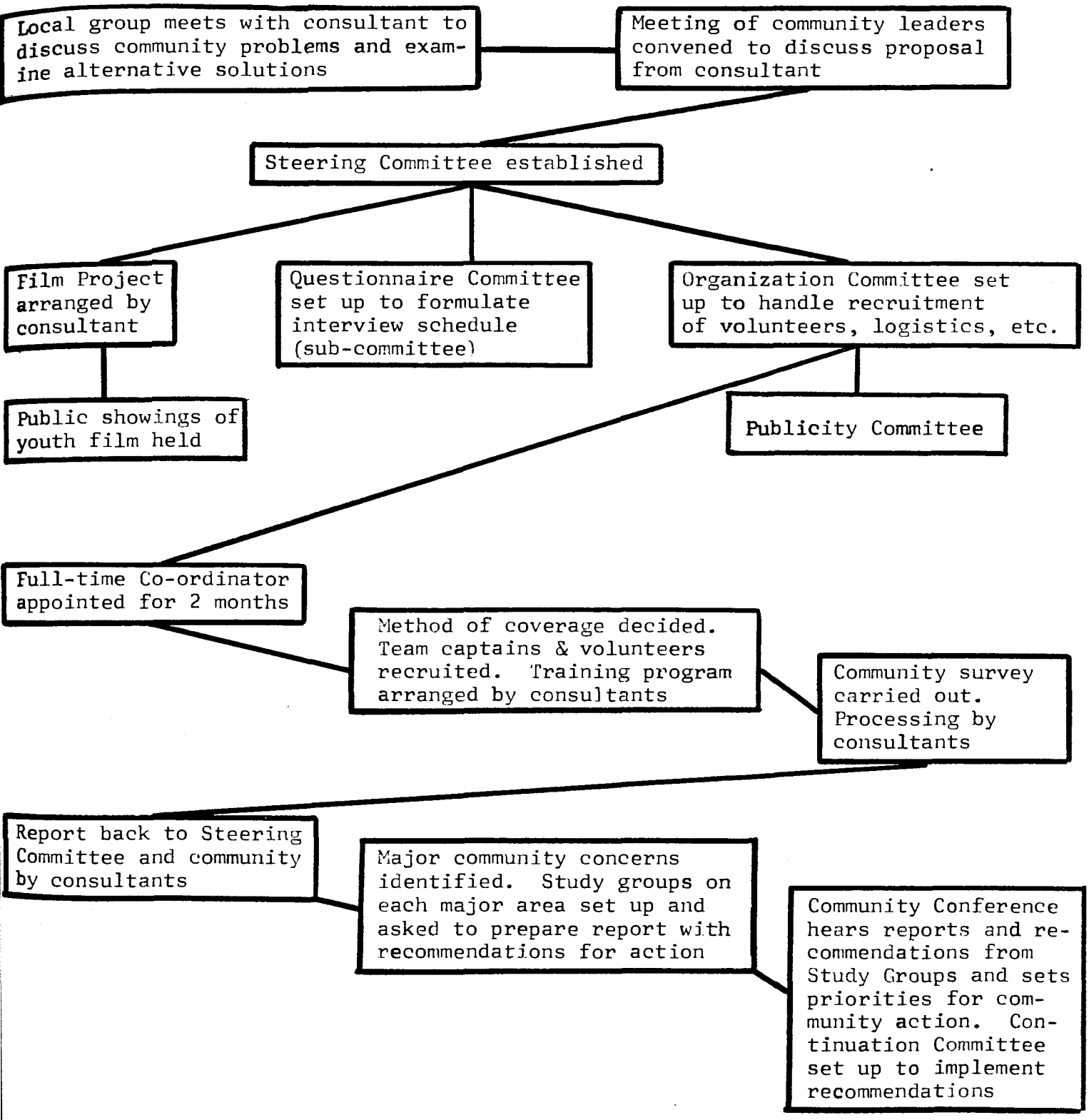
The second important assumption underlying the project is the assumption that community improvement is most likely to occur if a maximum number of citizens participate in community decision-making, armed with knowledge of community problems and possible alternative solutions and their probable outcome.

*There are several important sources for the basic ideas dealt with in this chapter, including C. Wright Mills, The Sociological Imagination, Evergreen 1961; Arthur J. Vidich, Joseph Bensman, Samuel R. Stein, eds., Reflections on Community Studies, Wiley 1964; S.R. Stein, A.J. Vidich, eds., Sociology on Trial, Prentice-Hall 1963; S.R. Stein, The Eclipse of Community, Harper & Row, 1960; Roland Warren, Studying your Community, Free Press, 1965 and Perspectives on the American Community, Rand-McNally, 1966; H.A. Innis, The Bias of Communication, University of Toronto Press, 1964, Chapter 1, pp. 3-32, Chapter 2, pp. 33-60. Perhaps an even more basic source may be found in the formulations of Karl Marx on the nature of knowledge and the concept of praxis contained in Theses on Feurbach, The German Ideology, and the Economic and Philosophical Manuscripts of 1844.

INITIATION OF THE PROJECT

The plan that finally evolved out of these examinations of different models was an amalgam which incorporated what seemed to be the most relevant ideas for implementation, given a groundwork of commonly held assumptions. It consisted of four main stages, a) Community Self Survey: a comprehensive study of community attitudes on all major aspects of community life to determine the main areas of concern shared by most persons in the community; b) Study groups to examine in greater depth the major areas of concern revealed in the survey, and to formulate recommendations for community action to deal with the identified problem areas; c) Community Conference, as widely representative as possible, to consider the recommendations advanced by the Study Groups, to determine the best methods for their implementation, and to set up an organizational structure to ensure effective follow-up; d) Follow-up Action through some kind of Continuations Committee which would be responsible for working out strategies for community action, which could include setting priorities on issues to be dealt with, determining appropriate levels and modes of action and initiating further study and research where needed. Throughout this process, it would be our role to provide consultation and advisory services and to supply specialized technical inputs where they were required. All policy decisions, including the setting of priorities and goals, determination of tactics and strategy, etc., would be the responsibility of local citizens. It was felt, too, that almost all of the non-specialized work inputs required should be the responsibility of the community and that these should be handled on a voluntary basis to the extent feasible. The sequence of this process is illustrated in the chart which follows:

COMMUNITY ACTION RESEARCH



During the next couple of months, every opportunity was taken to discuss our general plan with people from smaller communities in the course of routine contacts. These discussions were held informally and, sometimes, even casually with a variety of persons from smaller communities encountered in connection with ongoing programs being conducted by the Department of Extension. They included social workers, housewives, teachers, planners, recreation workers and elected members of municipal councils from a wide range of communities. In each case, we shared the general ideas of the plan and asked people whether they considered it relevant to their community - "Would it work?" "Would it get support from the municipal council?" "Would the Chamber of Commerce give it any backing?" "Could you get enough people to act as volunteers?" "Would it help you to solve any of your problems?" "Would it create or uncover conflict in the community?" These informal discussions proved later to be invaluable in determining where the project was to be located and in giving us a realistic picture of what could be expected in terms of community reactions.

Discussions were then initiated with the Voluntary Association for Health and Welfare in B.C. to see whether they might be interested in a co-sponsor role. The V.A.H.W. (now known as S.P.A.R.C.) is a provincial organization whose major functions includes social planning and the co-ordination of health, welfare, and recreation services. It has numerous affiliated bodies, including Community Councils, Community Chests, as well as voluntary organizations and agencies from all over British Columbia. It also has a base of individual membership in many communities. There had been some prior history of co-operative effort between the V.A.H.W. and the Department of Extension, which indicated

that a co-operative relationship of this type of project would present no great problems to either of these two organizations.

However, the main reason for seeking the participation of V.A.H.W. in a co-sponsor role rested on our recognition that our frame of reference was too narrow to allow us to handle all spects of this type of community mobilization. The Department of Extension, as a part of University of British Columbia, works within a strictly educational frame of reference. This frame of reference, if strictly defined, could effectively preclude any meaningful participation on our part in the crucial follow-up actions which it was hoped would ensue. These actions would inevitably have political overtones or undertones, or at least political conflict was implicit in the whole process as a likely outcome. The Department of Extension felt that it would be important to find ways to minimize its own direct, open participation in this kind of political process, while being free to pursue educational objectives and supply educational resource inputs for the total project.

The V.A.H.W. was an obvious choice as a partner in this project. Its objectives included social planning and community action, so that our project and especially the follow-up phase was completely in line with its frame of reference. Furthermore, as a provincial organization with an extensive network of communication with communities, large and small, all over British Columbia, it was in an excellent position to apply the lessons learnt in the course of this project to other communities. A series of meetings were held with the officers and staff of V.A.H.W. and substantial agreement was reached regarding the respective roles and responsibilities of the two organizations with respect to the project. It was agreed that while both organizations

would be co-operatively involved in all stages, the Department of Extension would take major responsibility for Stages 1, 2 and 3, while the V.A.H.W. would have major responsibility for Stage 4.

Our next task was to obtain the funding necessary to implement our plan. It was agreed that the Department of Extension would submit a proposal to the provincial Department of Social Welfare to cover the major costs of the project and that the V.A.H.W. would submit a proposal to the Koerner Foundation to cover travel costs for its personnel in connection with the project. It was also agreed that the community to be selected for the study would be required to assume some financial responsibility, which initially was set at $1,000. This was changed later on to a more flexible formula whereby the participating community could contribute services in kind instead of strictly cash outlays.

Both proposals met with a favourable reception. V.A.H.W. received a travel grant from the Koerner Foundation. The Department of Extension was allocated the amount of $5,000 to finance a pilot project in community development, with the condition laid down that the Department of Social Welfare would have to be consulted regarding the choice of community and the proviso that the community to be selected should not be in the metropolitan areas of Vancouver or Victoria. The amount of $5,000 was meant to cover travel and accommodation costs, consultant fees, printing and publicity and costs of data processing (a further $2,000 was provided at a later date). While the amount granted was nowhere near adequate to cover the objectives of our plan, both the writer and the Department of Extension were sufficiently interested to be prepared to absorb costs not covered by the grant, especially those involving staff time.

It is perhaps interesting to speculate about the factors underlying the willingness of the provincial government to supply even minimal funding for a proposal involving social planning and citizen involvement, especially when one considers the history of antagonism to both of these concepts on the part of the Social Credit government. The fact is that the project was received with some enthusiasm by the then Minister of Social Welfare, the Honourable Dan Campbell, who directed his Deputy Minister to allocate funds from the Canada Assistance Plan (federal) towards support of this project. It was my strong impression that the Minister was very much "turned on" by the community self-help concepts which underlaid the entire plan and which happen to be very much in line with Social Credit free enterprise ideology expressed in phrases like "pulling oneself up by the bootstraps" as the desirable model for solving social problems.

It was also true that the Department of Social Welfare had been under some pressure, both from within and without, to launch a community development program, and sufficient funds for the hiring of at least six Community Development workers had already been budgeted. But there was some real apprehension in government circles about the conflict-generating, "boat-rocking" potential of Community Development approaches, based on their knowledge of experience in other provinces. They were somewhat worried about the possible loss of control inherent in a process in which the unorganized become organized and start to confront the authority of the establishment. In addition, it is important to note that severe financial constraints in all areas of service to people are endemic in a province where budget priority goes automatically to the development of infrastructure for the exploitation of natural resources.

In this the Department of Social Welfare was, of course, no exception..

In summary, it would seem that our proposal for a pilot project appeared on the scene at precisely the right time and under the right kind of sponsorship. It seemed to offer a relatively safe and most certainly, a cheap alternative to an all-out community development plan. It also possibly provided a suitable answer for some of the criticisms which would undoubtedly appear if the Department of Social Welfare were to adopt an all-out position opposed to Community Development. Conversely, it could be used to answer criticism that nothing was being done about community development.

The Choice of Locale

As a result of the many informal discussions held over the previous months with representatives of groups from a large number of communities in British Columbia, there were at least ten formal requests or applications from various municipalities received by the time we were ready to begin our project. These included requests from Kelowna, Penticton, Prince George, Prince Rupert, Chilliwack, Abbotsford, Trail, Castlegar and the Sechelt Peninsula. We had also received inquiries from outside the province, which seemed to illustrate the potency of grape-vine methods of communication.

There were several criteria used in making our final selection of the community to serve as locale for this project, as follows:

a) Communities within the metropolitan areas of Vancouver and Victoria were ruled ineligible, in line with the condition laid down by the Department of Social Welfare.

b) Accessibility was an important criterion in light of the kind of shoestring budget on which we would be operating. This was important both in terms of travel costs and consultant's time.

c) The size of the community was a critical factor. It was felt that a community with more than 20,000 population would present problems of scope, organization and logistics which could not be encompassed within our framework of resources. Conversely, it was felt that a community with less than 8,000 population might not have the resources to make the necessary local inputs for a project of this kind.

d) The potential for community mobilization in support of the project was perhaps the most important criterion and also the most difficult for outsiders to assess. One factor in this assessment would be the nature of co-operation to be expected from local elected officials. Another factor would certainly be the degree to which various segments of the population were represented in the initiating or policy-making group responsible for the project.

Some of the criteria listed above were objective in nature and could be quite easily assessed on the basis of available data. But the capacity of a community to mobilize its energies to support a project of this kind was extremely difficult to determine, since so many qualitative factors were involved in the judgement. In this instance, prior work with and knowledge of the communities in question helped us in making a final choice. Past work with community groups and agencies in planning educational programs gave us some rough estimate of the generative powers and community influence of the groups being considered. Similarly, our earlier work with municipal councils provided useful information in assessing the applications from these communities.

Based on close consideration of all the above factors, there was agreement on the part of the Department of Social Welfare, the Voluntary Association for Health and Welfare, and the Department of Extension that Penticton would offer the best conditions for the implementation of this

pilot project.

The initiating group in Penticton was the local Association for Health and Welfare. It was a group of local citizens, predominantly middle-class, who represented a variety of health and welfare agencies and voluntary organizations dedicated to civic betterment. Its members included social workers, teachers, ministers, housewives, and it had been instrumental in achieving some integration of local fund-raising and some co-ordination of local services in meeting the needs of the community. It enjoyed ongoing relationships with the local School Board, Municipal Council, Chamber of Commerce, the R.C.M.P., etc., and was listened to with some respect by those bodies. The Association for Health and Welfare had for some time been strongly interested in problems of young people and the local Indian population and had made some efforts to involve representatives of these segments of the community in its deliberations. They were perhaps the only group in the community on whom the local representative of the Company of Young Canadians could count for support. On the other hand, they were regarded by many persons in the business community as "do-gooders" or meddlers, with all the connotations those terms invoke. It was our considered judgement that this group had the motivation, energy and influence required to initiate the project in the city of Penticton and could serve as a viable bridge to the community. At least, in comparison with like groups in other communities under review, it seemed to be incomparably stronger.

From the point of view of accessibility, Penticton was almost ideal. In addition to being served by a major highway network, Penticton enjoyed the services of at least two airlines whose flights were quite

frequent and conveniently scheduled from our point of view. It was feasible to leave Vancouver on an early morning flight, spend an entire working day in Penticton and return to Vancouver that same evening. In fact, there were at least twenty such visits, plus another ten visits involving stays of 2-3 days, during the life of the project (April, 1969 - June, 1970). Given the stringent limitations of our budget, it would certainly not have been possible to provide this kind of service to a community less conveniently located.

In terms of facilities which could be useful in a project involving community mobilization, Penticton had a wide range of facilities for meetings and conferences. Aside from the tourist season in July-August, there were plentiful accommodations available. Excellent meeting facilities were available from the city, which operates the Peach Bowl, a large conference complex, and the Community Arts Centre. Excellent school facilities were also available. The newly-built Municipal Hall had a computer whose capacity was fully utilized for only three or four months during the year. Penticton had its own daily newspaper, (Penticton Herald) which was locally owned and operated, as well as its own locally owned radio station (CKOK), and was served by a T.V. station located at Kelowna. It was our assumption that access to the media could be crucial to the success of the project, given the key role that the sharing of information with the public would play in mobilizing community energy. We also assumed that we might have better access to the media in a community where these facilities were locally owned than in a community whose media were controlled by outside interests. We were assured that community-owned facilities would be at our disposal.

These were the main factors involved in our choice of Penticton as the locale for this community project. There were other more intangible factors which in some respects could be extremely critical in determining the success or failure of our efforts. For example, community projects of this kind can be greatly influenced by the personal predilections and biases of key persons in the power structure or even informal leaders in the community. There was no way to adequately assess this factor in advance. Similarly, we had no way of assessing the degree of commitment that could be expected from even those persons who had initiated the project in their community, so that, at best, one can say that our choice was based, at least in part, on semi-educated guesswork. On the other hand, it must be said that if we had known the workings of the community well enough to make these assessments with complete assurance, there would probably be no need for a study of this kind to be made. The process really consisted of weighing all the positive and potentially positive factors against all the negative factors and question marks, and adding our own energy and commitment to the equation.

CHAPTER TWO

The City of Penticton

Penticton is located in the Okanagan Valley, an alluvial plain in the southern interior of British Columbia, about 250 miles east of Vancouver. It lies between Okanagan Lake to the north and Skaha Lake to the south. The Okanagan Valley is a narrow valley lying between two minor ranges of mountains more or less midway between the Rockies and the Coast Mountain Range. The average mean precipitation is just over 12 inches per year and its terrain is predominantly desert. Cactus, sagebrush, tumbleweed, rattlesnakes and other desert flora and fauna are indigenous to the area. Its desert characteristics are, however, moderated by the chain of narrow lakes and rivers which bisects the entire valley from north to south. The abundant water supply represented by this chain of lakes has provided the basis for development of this region as a settled area, once it was recognized that the arid soil required only irrigation to produce abundant crops.

Detailed history of the region dates from the establishment of the Fur Brigade Trail by John Jacob Astor's Pacific Fur Company between 1811 and 1813. This was the first commercial trade route established by white men in the Okanagan Valley. In 1813, Astor sold his holdings to the North-West Company, which established a new transportation route to the Pacific via the Okanagan and Columbia River Valleys. By the time the Hudson's Bay Company took over in 1821 from the North-West Company, this trade route included some strategically placed forts and outposts. But it was not until 1865 that the first settler, Thomas Ellis, arrived in the valley. He managed to acquire some very considerable land holdings, including a major portion of the townsite of present-day Penticton. Ellis developed his holdings into a cattle

empire of 30,000 acres, with his headquarters in the heart of what is now downtown Penticton. Other settlers followed shortly in his wake, including the Shatford brothers, who arrived in the 1890's and also acquired some very large tracts of land.

The South Okanagan Land Company was incorporated in 1906 with a capitalization of $500,000 to buy up some of the vast land holdings of the Ellis family for the purpose of townsite subdivision as well as for agricultural acreage. To accomplish these ends, the South Okanagan Land Company developed a large-scale gravity irrigation system complete with intake dams and storage sites in order to make maximum acreage arable and therefore, saleable. Roads and trails were cleared to provide easier access and by 1907 the population was 600. By 1910 it had increased to 1,100.

From the time of Thomas Ellis's first orchard plantings in 1872, early efforts at creating and developing an orchard industry met with indifferent success during this period. For the most part, the varieties of fruit stock introduced were not suitable to the climate and soil conditions in the valley and there was not much improvement until the Dominion Experimental Station was set up in 1914. The Experimental Station carried out some important work in stock selection and plant breeding, but this was not reflected in any rapid growth during the immediately ensuing period, and for two main reasons. First, the outbreak of World War 1 inhibited migration of settlers into that area. Secondly, the pattern of small-holding tended to inhibit agricultural efficiency, since most farms operated on too small a scale to effectively apply the results of agricultural research to their own operations. This is a pattern which persists to this day. Despite hopes for a burgeoning orchard industry, stock raising continued to be the predominant

form of agriculture throughout this early period.

As in many other areas, the plans of the Okanagan Land Company to develop and sell farm acreage and townsite plots were predicated on hopes for the coming of the railroad. As might be expected, no effort was spared to influence political decisions to facilitate this development. In fact, construction was started in 1912 by the Kettle Valley Railway, a subsidiary of the C.P.R., and the all-important link with the C.P.R. main line was completed in 1915. The way was opened for new waves of migration, as well as new possibilities for marketing the resources of the valley. Substantial migration and settlement would have to wait, of course, until the end of World War 1, but the impact of the railroad on economic development of the region was immediate, especially in the fruitgrowing industry. Once tri-weekly service to Vancouver was established, it was clear that profitable markets existed for the produce of the Okanagan Valley. The transportation of fruit via the railroad required packing cases and other products and a number of other industries began to develop in response to this stimulus, including sawmills, wood-working plants, fruit packing and canning. The new transportation services also provided a stimulant for the stock raising industry, which had already begun to decline in relative importance in the valley.

Another significant factor in economic development was the mining industry. Many of the participants in the gold rush of 1858 were among the first settlers in southern British Columbia. They settled on land claims to raise livestock, horses and agricultural produce. The completion of the C.P.R. main line in 1885 brought renewed interest in exploration for mineral resources other than gold. There resulted a

rash of exploration and staking of claims as valuable deposits of lead, zinc and copper were discovered and their exploitation was made feasible by the coming of the railroad. Most of this mining boom took place in the Kootenays, but there were spill-over effects in the Okanagan. The burgeoning mining industry brought about a significant increase in population, both settled and transient, which now provided a market for diversified agricultural products. It became profitable to subdivide ranchlands into acreage for more intensive agricultural development, which in turn provided the stimulus for the growth of associated industries.

New, more specialized, forms of agricultural enterprise created a demand for new types of machinery and equipment. Packing houses and canneries were established to process surplus products which were not immediately saleable. Sawmills and woodworking plants were built to produce boxes and packing cases for shipment of fruit to distant markets. The lumbering and sawmill industries were stimulated to greater production by the building needs of new settlers and new business enterprises, as well as the continuing demand for railroad ties by the still-expanding railway system.

Close on the heels of agricultural and industrial development came the expansion of retail and wholesale trade and the service industries. Stores and shops, livery stables, blacksmith shops, restaurants and hotels, banks and financial agencies, etc., continued to grow in numbers. Increasing numbers of professionals - doctors, dentists, lawyers, etc., set up practices to meet the growing need for their services. Increasing population in the townsite area created pressure for the type of public services (water, sewage, roads, hospitals, schools, etc.,) which

could be effectively provided only by some form of local government capable of mustering collective resources and capital for long-term investment.

Penticton became incorporated as a District Municipality in 1908. Under the Municipal Act of British Columbia, the District Municipality provides a framework for the inclusion of urban and agricultural land uses within the same urban boundaries. It is interested to note that Penticton, even though it graduated to the status of a city in 1948, still provides zoning and special tax assessment rates for agricultural acreage within its boundaries. In fact, there are still some 2,300 acres of orchard lands within the city of Penticton, which creates some complex problems which will be dealt with later in this study.

Perusal of early records, including newspaper advertisements and tax assessment rolls, reveals the predominantly British origins of almost all of the early settlers. A sizeable proportion of these settlers came from Ontario and the Maritime provinces and the number of Americans who took out land claims was considerable. For the rest, very little has been recorded by the historians, particularly about the composition of the transient work force, railroad construction crews, harvest hands and lumberjacks whose labour made possible the development of towns like Penticton. There was some Italian immigration into the area, largely as a spill-over from the large-scale influx of Italians into the mining camps of the Kootenays. It is known that there were about 50 Chinese residents in Penticton before World War 1, concentrated into a back-lane ghetto known as Shanghai Alley. More information is available about the local Indian population, but much of this really

comes under the heading of "exctica". One must conclude that the history of settlement and development of Penticton was almost exclusively a British experience and it is their cultural stamp which is deeply imprinted on the area, with very little evidence of other ethnic influences, at least until recently.

Following the end of World War 1, there was a resumption of growth in population. Young men returned from military duties, as well as ex-soldiers from other parts of Canada whose tour of duties brought them into contact with the Okanagan, plus British immigrants looking for land combined to produce a more or less steady growth in population. Later they would be joined by ex-prairie farmers, either retiring or driven west by drought, depression and the dream of lush orchard lands in a more salubrious climate.

But the post-war growth and development were by no means even or continuous. The year 1919 brought a serious slump in the economy of the province as industry, greatly expanded by the demands of a war-time economy, engaged in drastic retrenchment. The sole exception was the ship-building industry, whose production continued to boom for a short period after the war. Returning ex-servicemen found themselves in a shrinking job market. Even the growing ship-building industry provided few new job opportunities. In the midst of growing frustration, Premier John Oliver introduced an ambitious plan for settling veterans on the land. This included the allocation of $2,500,000 for irrigation projects in the South Okanagan, as a means for making fertile land available to veterans for settlement. This program actually got under way in 1922, but ran into a great many difficulties - problems of administration and financing of irrigation districts, problems in marketing of

apples, but most of all lack of response on the part of ex-servicemen to the land settlement plans of the provincial government.

This post-war period can be described as a period of continuing crisis for the struggling fruit industry. Dissatisfaction on the part of farmers continued to grow during this time and culminated in the creation of the United Farmers of British Columbia, which expressed the basic disenchantment of B.C. farmers with the established political parties. Their strongest demand was for a Produce Marketing Act which could enforce standards for grading and pricing of agricultural products and provide some economic protection for farmers. This Act was finally passed in response to their pressure in 1927. The years up until 1929 were years of economic boom in most of British Columbia, but this was not reflected proportionately in the Okanagan. Some growth in settlement and population took place, made up of some ex-servicemen plus a small but steady stream of migrants from the Prairies.

If the Okanagan did not benefit very much during the period of prosperity which swept many parts of B.C., it certainly registered the effects of the cataclysmic depression inaugurated by the Wall St. 1929 crash very quickly. By the end of 1929, sales of farm products were down some 15% over 1928. To make things even worse, a number of other disasters affected the valley. The summer of 1931 was the first in a series of long, hot, dry summers in which the irrigation flumes dried up, cracked and disintegrated with drastic effects on the orchard industry. To add to their misfortunes, the Supreme Court of Canada ruled that the Produce Marketing Act was ultra vires. In the meantime, growing numbers of unemployed transients and hoboes were camping in

"jungles" throught the valley, attracted to the area by its generally favourable climate. Actually, it was not until 1942-43 that the orchards were able to achieve their 1908-1910 levels of production.

Following World War II, there was a renewed influx of immigration from Great Britain and other European nations, including large numbers of displaced persons. The growth of settlement, plus the increasing accessibility provided by the expanded highway network contributed to the rapid growth of Penticton as a regional distribution centre as well as a centre for tourism. This process was further accentuated with the inauguration of regular airline service.

Penticton today is a city with a population of about 17,500 persons, according to the 1966 Census. Of this number some 65.8% are of British origin. The only other ethnic groups present in significant numbers are the Germans, with 8.3% and the Portuguese whose influx into the area follows the 1966 Census. The rest of the population is made up of a scattering of persons of diverse origins, including Italians, Hungarians, Czechs and native Indians, whose Penticton Reserve is directly adjacent to the western boundaries of the city. A substantial piece of this reserve is leased to government departments and to individuals. Most notable is the Penticton Airport which is leased from the local Indian band by the Federal Department of Transport.

More revealing is an examination of statistics for composition of the population according to age categories in the 1966 Census tracts.

Population by Age Groups (1966 Census)

0 - 4	1298	8.46%	35 - 44	1892	12.34%
5 - 9	1482	9.66%	45 - 54	1845	12.03%
10 - 14	1550	10.11%	55 - 64	1577	10.28%
15 - 19	1378	8.98%	65 - 69	576	3.75%
20 - 24	820	5.34%	70 & over	1423	9.28%
25 - 34	1489	9.71%			

It is interesting to note the low number in the 15 - 24 category especially when one considers that the "baby boom" following World War II, and its effects on present-day population composition. Based on this consideration, one could expect that this category, if anything, should be over-represented in the population rather than the reverse. This should be particularly true in the case of persons aged 18 - 21. It is obvious that Penticton, like many other smaller urban centres, has been experiencing a large-scale, continuing loss of its young people through outward migration, especially at high-school leaving age.

In terms of the economy, it has been apparent for some time that the orchard industry has lost its former position of dominance. While the orchard industry owed its rapid development to the extension of railway communication and transport which opened up distant markets for its products, its demise can be traced to the opening up of highways, which opened up the Okanagan Valley to tourist traffic. The history of the fruit-growing industry since World War II has largely been a history of decline. Basic to this decline has been the predominantly small-holding pattern which has been characteristic of this industry.

The small-holding pattern has made it impossible for the industry to take advantage of economies of large-scale production available to its primary competitors, - the large factory-farm complexes of California and other areas in the U.S.A. Nor has it had access to the large pools of cheap labour that have been available to its American competitors. Since World War II, large-scale factory farms in the U.S.A. have become integrated into immense cartel-type conglomerate corporations which exercise effective control of distribution and marketing even within the Canadian home market. Fruit growers in the Okanagan have attempted to meet this threat to their economic existence through co-operative marketing and processing, but this has proven to be little more than a holding operation. The fruit-growing industry in the Okanagan has been in a state of continuing crisis for many years. Increasingly, orchardists have abandoned the unequal struggle and have turned to the quick and relatively easy profits to be derived from land subdivision and development for urban housing.

It was the completion of the Hope-Princeton highway in 1949 which effectively opened up the Okanagan to tourist traffic from the population centres of the Pacific Coast. The opening of the Rogers Pass did the same for the Prairies, and the further improvement of highway networks has made the Okanagan Valley easily accessible to millions of persons. This has resulted in a tremendous proliferation of tourist facilities and services, especially during the past decade. Today, there are almost 100 hotels, motels, trailer parks and camping ground in Penticton and environs. A great many of these have been

strictly summertime operations, but an increasing number of these enterprises have expanded into year-round operations in response to the development of skiing facilities at Apex Alpine, and the construction of an impressive convention facility by the city.

However, the main influx of tourists occurs in the summer months and this has helped to contribute a kind of schizophrenia to the quality of life. Summer is a period of hustle, excitement and congestion, which reverts to the typical serenity and dullness of most small towns with the arrival of September. The re-adjustment seems to be particularly difficult for young people to make, as evidenced by a certain amount of restiveness among them during the fall and winter months. It also presents many difficulties for young people, who face the problem in the fall of finding new and usually non-existent jobs. The seasonal nature of Penticton's economy also seems to impart a quality of anxiety and urgency to community atmosphere. People labour under the apprehension that they must earn enough during the summer to last them all year. This helps to explain the over-reaction of hostility and fear to the influx of transient youth, which was seen as a threat to the summer (tourst) economy.

While Penticton has always had a small number of manufacuturing firms, which developed to serve the needs of agriculture, mining and railroad construction, there was a relative decline in secondary industry in the years following World War II. This was symbolized by the phasing out of the barge service on Lake Okanagan which provided transport connection for Penticton industries to the C.N.R. lines to the north. The growing obsolescence of the extensive docking

facilities and railroad spur line connections coincided more or less with the mushrooming growth of the tourist industry. Under the leadership of then-mayor Morris Finnerty, Penticton's city council made the hard decision to expropriate waterfront industrial lands and extend beach facilities to accommodate the growing number of tourists. As an alternative for the industries affected, and also as a means for attracting new industries, the city decided simultaneously to develop a fully-serviced industrial park on 300 acres of land in the southeast part of Penticton which was owned by the city. Industries located on the waterfront were offered fully serviced properties of equal or greater value in Penticton's industrial park in a trade-off arrangement. Agreement was concluded and the city was able to make an amicable settlement with all the firms involved, including the two largest, the C.P.R. and the local Penticton Co-operative Growers. The industrial Park is now fully operative and the transfer of industries from the waterfront is now almost complete. The redevelopment of waterfront properties still remains on the agenda.

The major industries in Penticton now include the following:

Food industries - Canadian Canners, Ltd., Cornwall Canning, Ltd., Penticton Co-operative Growers, N.O.C.A. Dairy, Casabello Wines, Ltd., Wometco, Ltd., (soft drinks)

Wood Products - Kee Pee Products, Ltd., (laminated woods), Northwood Mills, Ltd., Structurlam Products, Ltd., Belkin Paper Box Co., Ltd.,

Construction - Valley Concrete Ltd., Interior Contracting, Kenyon Construction, Ltd.,

Manufacturing - Penticton Engineering Works, Oliver Industrial Chemicals, Ltd., Okanagan Turbo Sprayers,

Mobile Home Mfg. - Marine Trailers, Ltd., General Coach Works of Canada, Ltd., Moduline Industries, Ltd., Boise Cascade Mobile and Recreational Products,

Federal Govt. - Department of National Revenue (customs & excise station), Department of Agriculture (Research station)

Service Industries - Inland Natural Gas Co., Okanagan Telephone Co., Canadian Pacific Railway Co., Hudson's Bay Co.,

Of the above listed industries, the largest employers are those engaged in the manufacture of mobile homes, Okanagan Turbo Sprayers, Northwood Mills, Ltd., and the canneries which employ large numbers of workers during the August to November period. But by far the largest employers in Penticton are the City of Penticton itself and the local School Board. It is obvious that there has been considerable growth in the number of industries, and that the city council's decision to clear the waterfront and develop an industrial park has had important effects for the city's economy. But it is also obvious that the expansion of industry has been insufficient to meet the need for new jobs by young people graduating from school into the labour market. Very few, if any, of the new industries located in the past decade can be described as labour-intensive, nor is it likely, given the prevailing trend towards increasing automation, that future industries will require very much manpower.

Despite the significant increase in the number of industrial firms now operating in Penticton, it is obvious to most residents that they cannot generate enough jobs to halt the perennial exodus of young people from their community. In this respect, Penticton seems to be no different from the majority of small towns in the B.C. interior. But in addition to pessimism regarding the prospects for industrial expansion, there has developed a growing disenchantment with the idea of industrial expansion as the degree of awareness and concern about pollution has become a major factor in people's thinking throughout the valley.

Like many other communities, Penticton faces the acute problem of choosing between or reconciling conflicting futures. Any significant expansion of industry adds the problem of disposing of industrial waste to the already serious problem of handling agricultural waste and ordinary sewage. This poses a threat to the lakes which are regarded as the single most valuable resource in the valley. The lakes provide a primary resource for the tourist industry, which is the biggest source of earnings for the region. In addition, the orchardists view industrial expansion as a threat to their viability as an industry because of their potential for increasing both air and water pollution. There is also some conflict in practice between recreation and tourism on the one hand and the orchard industry on the other. The run-off of agricultural effluents, including both nutrients and pesticides or herbicides, is a significant factor in the pollution of Lake Okanagan and Skaha Lake. The most important factor seems to be

municipal sewage and the septic tank drainage into the lakes which is the characteristic feature in the "unorganized Territory" surrounding the lakes. Most of these are not served by sewage systems of any kind and are subject only to the most minimal controls in disposing of waste. With the growth in knowledge and understanding of pollution problems, there has developed an extraordinary degree of awareness of pollution, especially in the area of water pollution, amongst the ordinary people of Penticton - despite the efforts of local authorities and chambers of commerce to suppress pollution information for fear that it might jeopardize the tourist business.

In any event, there seem to be three alternative routes to the future facing the community. So far, most efforts on the part of decision-makers and planners have been directed towards a reconciliation of these three different uses of primary resources. But it is becoming more and more apparent that the expansion of any one of these uses can only be accomplished at the expense of one or both of the other uses. That is, industrial expansion can only take place at the expense of the tourist industry and/or the orchard industry, since it would, of necessity, add further to the problem of waste disposal already affecting the primary resource on which these latter two industries are based. Conversely, the expansion of the tourist industry might require standards of water purity which could not be met by local industry except at prohibitive expense.

So far, the attempts at reconciliation of uses have been only partially successful and it is likely that some difficult choices will have to be made in the future. Judging by present trends, the number

of choices will be boiled down to two, as the agricultural industry continues its decline. Acreage within Penticton devoted to agriculture will likely be decreased, as the pressure to subdivide for urban development continues to grow. The continued existence of agricultural lands within city boundaries is recognized by many as an anomaly, but politicians have been loath to meet the problem head-on for fear of antagonizing what is still a sizeable segment of the community. In the meantime, local authorities have shown some responsiveness to the community's concern about pollution. Penticton now has one of the few tertiary treatment sewage systems in North America and has put into effect controls on sawmill emissions.*

*Main sources for information in this chapter were the official reports and publications issued by Penticton City Hall, with additional historical notes gleaned from Publications by local historian, R.N. Atkinson, Penticton Pioneers, City of Penticton, 1967; and N.L. Barlee, South Okanagan, and Canada West Magazine.

CHAPTER THREE

Implementation of the Project

As was stated earlier, our first point of contact with Penticton citizens was via the Penticton Health and Welfare Association. It accepted responsibility for initiation of the project in the community, but it was clearly understood from the beginning that local sponsorship would have to come from a much broader community base of organizations and interests. Actually, this recognition of the need for a broad community base for the project was not a judgement brought into the situation by the outside consultant, but stemmed from the insights of members of this group, who recognized that obvious control and leadership from the Health and Welfare Association might spell the "kiss of death". It was felt that some important groups in the community, such as the Chamber of Commerce, would react negatively or indifferently to any project that was run by "do-gooders" or "bleeding hearts", and that the required co-operation to make it a success would not be forthcoming. The Association stuck very firmly to its avoidance of the role of leadership throughout the entire period of the project, even at times when there was no other person available to give necessary leadership. Members were prepared to do the background work required, while avoiding leadership positions and refusing to act as public spokesmen.

Their strategy for enlarging the base of sponsorship and support for the Penticton Profile saw Mayor Stuart as the key to effectuating broad community involvement. It was felt that his public support would automatically bring in its train acceptance of the project by

service clubs, Chamber of Commerce and other status-quo, establishment groupings, as well as guaranteeing access to the media and the co-operation of the municipal council. There was complete agreement on our part to this strategy and the Association went ahead with plans to involve the Mayor and his Council in our plans. It found him to be highly receptive and encouraging in his reaction to the ideas presented and he made it clear that he was more than willing to use his good offices to launch the project in the community.

Members of the Association met with the Mayor to draw up an invitation list of 33 key community leaders representing the range of organizations, agencies and institutions as broadly as possible. Included were the service clubs, churches, women's groups, trade unions, Chamber of Commerce, Canadian Legion, health and welfare departments and agencies, the Indian reserve, students and others. They were all invited to attend a special meeting to be held in April, 1969, at the local Arts Centre, at which the writer would explain the project, answer questions and seek to enlist their support. This meeting was held on April 21, 1969, with about 30 persons in attendance.

In his presentation, the writer stressed the point that the survey would not be conducted by outsiders, but would have to be carried out by the community itself. He made it clear that his role would be strictly consultative and advisory and that all decisions would have to be made by community members. He also stressed the point that massive amounts of energy would have to be mustered locally on a volunteer basis if the goals of the project were to be achieved and that the co-operation and assistance of City Hall would be required. An animated

discussion ensued which resulted in unanimous approval and support. A motion to set up a Steering Committee was approved unanimously and all persons present agreed to act on this committee. Its functions were defined as policy making and co-ordination, and it was empowered to set up sub-committees as required to carry out the successive phases of the plan.

The Steering Committee, as it was constituted at the inaugural meeting consisted of about 30 persons. Practically all the persons attending that meeting volunteered to act on the Steering Committee and it seemed to the writer that this would prove to be very unwieldy unless some procedure was used to distil a smaller working group out of that large body. But the Health and Welfare Association group with whom this problem was discussed following the inaugural meeting advised a pragmatic approach, suggesting that this large body would dwindle down to a more workable size at the first sign of work to be done. The next meeting convened the following day to formulate a working plan, proved them to be right. Some twenty persons showed up, who agreed to operate as the working nucleus of the Steering Committee, with the proviso that the larger group could be convened if and when it proved necessary. The group also agreed to co-opt additional members if necessary to make it more representative of the community or to increase its effectiveness. It became, in fact, the effective Steering Committee for the entire period of the project.

As it turned out, this working group comprised at least a partial cross-section of the community. It included representatives of the Health and Welfare Association, aldermen from City Council, an Anglican clergyman, a representative from the Indian reserve, two trade

union leaders, the head of the provincial health agency, the head of the provincial welfare agency, two high-school students, the director of the Chamber of Commerce, the president of the Junior Chamber of Commerce, chairman of the separate School Board (Catholic), representatives from the Regional District Board, representative of the local Community Arts Council, a psychologist and a representative of the local newspaper. But membership on the Steering Committee was essentially fluid. Some meetings would see three aldermen and one student in attendance, while the next meeting would find five students and only one alderman present. There was never at any time any serious attempt to formalize the structure or to define membership, functions or duties in constitutional terms. Nor was there any insistence on parliamentary procedure or Roberts' Rules of Order. These were generally bypassed in favour of a common-sense attitude towards "getting on with the job". This approach was never formally discussed or decided, it stemmed intangibly from the framework of expectations provided by the consultant who, despite his continual downgrading of the concept of "expertise", and his repeated insistence that "You people are the experts on Penticton" was looked to continuously for leadership and direction.

The quality and quantity of participation on the part of the City Council in the project was a preoccupation of the Steering Committee from the beginning. Much of the discussion at the inaugural meeting was focussed on the question of what sort of firm commitment to the project could be expected from City Hall. The Mayor, who was in the chair at the meeting, was pressed very hard with sharp questioning from many persons on this very point and his firmly positive answers to these questions undoubtedly influenced their ready acceptance of the

overall plan. Nor was he allowed to forget these commitments. Failure on the part of City Council representatives to attend even a single meeting usually resulted in phone calls or visits to the Mayor from members of the Steering Committee. This concern about City Council participation stemmed from the conviction of most members that this type of involvement was crucial if any of the recommendations to come out of the project were to be effectively implemented. The City Council was viewed as the key bridge to action.

The commitment of the City Council to Penticton Profile was clearly and unambiguously defined after several discussions held in the Steering Committee and private discussions with the Mayor. City Hall agreed to a) provide meeting facilities for committee meetings, b) provide secretarial services - notices of meetings, etc., c) make their computer facilities available for computation of the survey, d) provide some cash outlays if necessary, e) ensure representation in relevant committees, and f) lend its good offices in obtaining public support of the project.

One other public decision-making body, the School Board, was less adequately committed. Representatives of the School Board were on hand for the first meeting of the Steering Committee, but were not really involved or committed in any of the developments which followed. This would be a source of major difficulty later on when the local high school principal placed obstacles in the way of obtaining an adequate sample of responses from his students. On the other hand, participation from the local separate School Board (Catholic) was wholehearted and continuous throughout, even though it was less important to our purposes.

The participation of the Regional District Board was somewhat more ambiguous. The professional planner for the Regional District attended the first few meetings and participated actively in discussion. But most of his comments tended to throw cold water on the whole plan. His pessimism stemmed from his own experience in conducting a survey of recreational needs and resources just a couple of years previously. This survey had been sitting on a shelf gathering dust ever since and it seemed that no-one had paid even the slightest attention to it. The planner was unwilling to travel this kind of frustrating route once again and dropped out of the Steering Committee. However, he did delegate his membership on the committee to one of his staff members, who played an active role in the project throughout the whole period.

Other members of the Steering Committee represented an interesting cross-section of the community. The students were all senior high-school students and several of them were involved in the production of an independent newspaper which had caused much controversy in the school system because of its forthright opposition to the educational establishment. Undoubtedly, their open support of the project was a factor in the coolness of the School Board to the project. Two of the most active members of the committee were officers of the Fruit and Vegetable Workers Union which represented local cannery workers. The Chamber of Commerce and the Junior Chamber of Commerce were both very strongly represented, with the Chamber representative pursuing doggedly his group's general philosophy and the Junior Chamber representative demonstrating at all times a high enthusiasm quotient. The Indian

reserve was represented only in a nominal way. Their representative was quiet and reserved in manner and perhaps unable to cope with the pattern of excessive verbalization which typifies committees of this type. The Anglican priest was extremely active in youth work and seemed more attuned to the needs of young people than to his adult parishioners. The core group was made up of the two professionals and two housewives, who were active in the Penticton and District Health and Welfare Association. But, aside from the representative of the Indian reserve, there was no-one representing the unorganized poor in Penticton, nor was any workable strategy devised to gain their active participation within the time limitations of the project.

The first task of the Steering Committee was to devise a questionnaire schedule to elicit the attitudes and perceptions of people in Penticton about their community. In order to do this, it was necessary to first identify and list the various aspects of community life about which information was to be sought and compile these into question categories which, taken together, could be expected to yield a comprehensive picture of Penticton as seen through the eyes of its citizens. The following categories were listed: Education, Municipal services and Community Relations, Recreation, Business and the Economy, Pollution, Health Services, Welfare Services, Police and Indian-white relations. It was agreed that members of the Steering Committee would take responsibility for setting up sub-committees charged with the task of formulating questions in their particular category. In each case, chairmen of sub-committees were advised to recruit knowledgeable people for their committee who had direct experience in the area of study.

Thus, for example, it was suggested that the sub-committee responsible for the questions on education should include students, teachers, School Board members and parents.

While members of the Steering Committee were busily engaged in recruiting personnel for their sub-committees, the writer was engaged in a parallel recruiting process back in Vancouver. Following a series of discussions and interviews with faculty members and graduate students, he selected four U.B.C. graduate students in Sociology who had been involved in community research and who were keenly interested in participating in the Penticton project. They were Gerald Merner, a former social worker; William Foddy, with a background of experience in community development work in New Zealand; Victor Ujimoto, who was particularly interested in research methodology; and William Reimer, an expert in the use of computer. They were hired as consultants for the survey phase of Penticton Profile.

The work of the Questionnaire sub-committee proceeded throughout the entire summer period. Some 24 persons were regular members of these committees and they involved about 65 persons in their work. The sub-committees went through innumerable drafts and revisions, with some periodic assistance from the consultants, who made several visits of 2-3 days' duration and met with sub-committees to discuss their formulations. The terms of reference of the consultants were clear. They were to provide technical advice, such as helping committees to phrase their questions in language that could be understood by the computer, or helping committees to eliminate bias in the wording of questions.

Perhaps more important, the consultants posed questions to the sub-committees relating to the purpose and possible use of the questions being asked, thus encouraging a more profound appreciation of the problems involved in understanding their community. Aside from the results of this process as represented in the printed schedule which finally emerged, the consultants played a significant educational role vis-a-vis the participants.

The work of the various sub-committees varied a great deal both in quantity and quality. Some of the committees were quite representative in their composition and produced some very creditable results. In other committees, effort was sporadic and not much success was achieved in gaining balanced community participation. Perhaps the most successful committees were those on Education, Recreation and Pollution. The representative of the Indian community who agreed to chair a committee to formulate questions on Indian-white relationships never did submit any material. The questions on Indians which appear in the schedule were submitted by other sub-committees. Similarly, the lack of reference to police-community relations was caused by the unwillingness or inability of the local R.C.M.P. to co-operate on the survey. The sub-committees on Health and Welfare suffered from over-representation of agencies and government personnel, so that they tended to view the survey as a kind of market research study of their constituencies. Similarly, the questions on municipal services were drawn up for the most part by elected officials.

Altogether, some 24 meetings were held by the sub-committees responsible for the questionnaire. The first meeting of the Steering

Committee on April 22nd had set up two major committees, a) a Questionnaire Committee which would collate and integrate the questions prepared by the various sub-committees, and b) an Organization Committee, which would be concerned with setting up the machinery required to implement the survey, including setting of boundaries, working out a block plan for coverage, recruitment of volunteers, etc. In actual practice, while certain individuals had primary responsibility, the major work of both of these committees was carried out by the Steering Committee. It became almost impossible to distinguish between them because of the overlapping of personnel and concerns among these three groups. One distinction that can be drawn is that Steering Committee meetings were attended by the writer, while the Questionnaire Committee and Organization Committee met in the intervening periods.

The Questionnaire Committee (and the Steering Committee when it functioned as a Questionnaire Committee) played a vital role in smoothing out the differences and inconsistencies between the various sub-committees as well as filling in gaps, i.e., in areas of community concern not dealtwith adequately by the sub-committees. There were some important areas not covered in the questionnaire which were apparent to the consultants, including the question of native Indians, and relationships of police and young people. It was in this area of decision-making that our philosophy of respecting the community's right to make its own decisions was put to a real test. It was not that the consultants refrained from making suggestions, it was more a question of how hard to push one's suggestions in the face of indifference or resistance. In the case of the content of the questionnaire, it was

felt that when the suggestions were not supported even by the representatives of the groups most vitally concerned, it was perhaps time to drop the suggestions and move on to other things.

The work of the Questionnaire Committee and its sub-committees continued on throughout the months of May, June and July of 1968. It should be noted that, given the pattern of community activity during the summer period, it is remarkable that such a high level of involvement was maintained. Penticton in the summer has an atmosphere which can only be described as frenetic. With the simultaneous influx of tourists and ripening of the fruit crops, it is the time of year when a large percentage of people in Penticton typically earn their entire year's income. Certainly, no large-scale mobilization of citizens could be attempted at such a time. But the pattern of activity required by the survey at this stage, involving people working together in small groups, did prove to be feasible, despite some fears to the contrary.

One other important sub-project emerged which was particularly well suited to the summer period. This was the youth film project. It was actually initiated by the National Film Board staff in Vancouver, who approached the writer to find out whether they could be of assistance. Out of these discussions arose a plan for the production of a youth film, in which Penticton's young people would be given an opportunity to produce their own film recording their own perceptions of their community. The arrangement was fairly simple and clear-cut. The National Film Board committed itself to supplying equipment and supplies and carrying out the processing and editing of film, while

the Department of Extension would be responsible for recruiting resource persons to act as consultants to the young people involved in the film-making.

The young people associated with the Steering Committee responded very enthusiastically to the idea and quickly recruited a team of about a dozen high-school students and drop-outs. For resource persons, the writer approached Professor Stanley Fox, instructor for the Simon Fraser Film Workshop, who was similarly enthusiastic about the project. He assigned a group of his senior students to the project. Expenses of the group for the summer were covered by an allocation from the Department of Extension's project budget.

There were three basic reasons behind our decision to include this film project in our total scheme. First, it was felt that this could be a very meaningful way to provide opportunity for young people to become more directly involved in Penticton Profile. Secondly, it was felt that the results of such an effort could prove to be very useful in documenting the insights of young people about their community. Thirdly, it was likely that young people engaged in a largely self-directed effort, without adult supervision or interference, would come up with a set of perceptions about Penticton which differed strongly from those of the older generation. These graphically portrayed differences in perspective, if properly handled, could be a powerful means for stimulating discussion and debate about community issues. And it was also recognized that the success of Penticton Profile depended on the involvement of very large numbers of citizens, which depended in turn on our ability to make the community highly aware of the project

and its objectives.

Most of the group from the Simon Fraser Film Workshop spent a considerable part of that summer camped in a trailer supplied by a member of the Steering Committee. Their first activity was to supply their Penticton colleagues with tape recorders and to arrange a large series of interviews with people in the community. Included were businessmen, teachers, political leaders, high-school students, transient youth, a local writer and others. They carried out, in effect, a mini-survey of the community. Following this, members of the group engaged in filming an almost kaleidoscopic view of Penticton from a young person's point of view. The activities of young people were recorded on film in the different locales where young people usually congregated - beaches, drive-ins, dances, campfires, parks, school classrooms, places of employment.

The final step was the synchronization of taped interviews with the film material. It is worth noting that all film work was done by local young people and the Simon Fraser students for the most part limited themselves to providing technical advice. The writer met with the S.F.U. group twice to discuss the overall project and the role of the film-making project within the larger context. The students responded very positively to the idea that young people from the community would be "doing their own thing" and expressing their viewpoints on film. As it happened, one of the members of the film consultant group, Sandy Wilson, was from Penticton and she became, in effect, the director of the film, taking major responsibility for the all-important job of editing.

The work of filming went on throughout the months of June and July and part of August. There was also an attempt on the part of the local Company of Young Canadians representative to involve Indian young people on the reserve in a similar project, taking advantage of the availability of equipment and supplies. But this effort petered out, mostly because of the fact that resource persons were by this time no longer in Penticton and the Indian group were unable to deal with some of the technical problems they encountered.

In the meantime, work on the questionnaire was progressing satisfactorily, if slowly. An Organization Committee was set up under the chairmanship of a leader of the Junior Chamber of Commerce and included persons with experience in community campaigning and fund solicitation (Red Feather). A plan of operation was drawn up based on the block plan of organization already being used by the Community Chest organization. This involved the recruitment of team captains, who would be responsible for covering their particular area with the help of a group of volunteers. The Organization Committee proposed that the survey be conducted during the period of November 3 to November 8, i.e. at a time not too soon after the Red Feather campaign and not too close to Christmas. This was agreed to by the Steering Committee.

The other major concern of the Steering Committee at this time was how to handle the tremendous amount of work involved in the implementation of the survey plan. On the advice of the consultant, the committee had approved the objective of total coverage of the community rather than any sampling procedure. This meant that interviews would have to be carried out with the head of each household, plus all

students in the local secondary schools. The Questionnaire schedule in its final form was a formidable document, consisting of some 86 questions listed on 23 pages and requiring between 45-90 minutes to fill out properly. By our reckoning we would need at least 500 volunteer interviewers, each of them responsible for 12 interviews involving a total expenditure of time amounting to 20 or more hours. The task at hand was obviously immense, but the committee was more than willing to take it on. But it was felt unanimously by all that a full-time co-ordinator would be required to handle the detailed work of publicity, recruitment of volunteers, co-ordination of assignments, collection of information, collating of questionnaires and all the logistic problems involved in such a massive undertaking. It was also apparent that adequate office facilities, with a telephone, equipment, plus plentiful space for storage of questionnaires, would be required.

The latter problem was easily solved when the Chamber of Commerce volunteered their spacious facilities for the use of the committee. Located on Lakeshore Road, on the beach, it proved to be an excellent headquarters for Penticton Profile. A private office and telephone plus a large extra room for collating printed materials and storage were made available, and the staff of the Chamber of Commerce gave much assistance to the project.

The problem of appointment of a co-ordinator was solved with the help of City Council. After a number of meetings with the Mayor and his aldermen and with their administrative staff, the City of Penticton agreed to pay a co-ordinator's salary during the peak six-week period during November-December, 1969. An allocation of $750 was made and

a local retired businessman was hired by the Steering Committee to fill the post of Co-ordinator. As it turned out, his work extended beyond the six-week period and he was paid an additional amount from the Department of Extension's project budget.

It soon became apparent that it would not be possible to launch the survey on November 3, as anticipated. There had been delays in printing, negotiations with City Hall, delays in publicity which had slowed down recruiting of volunteers. Perhaps more important from our view was the delay in getting a copy of the film for showing in Penticton. The showing of this film was a significant feature in our plan to arouse public interest in the survey. In any case, the survey was finally launched on November 23 and it was hoped to complete it by December 7, before the full onset of the Christmas season.

The new deadlines made our task of preparation much more feasible in realistic terms. In fact, even with the extension of deadlines, the magnitude of the task of recruiting, training and assigning 500 volunteers would require every available minute of time and energy. At this point, the newly set-up Publicity Committee played a crucial role and under the able chairmanship of a talented high-school student, they mounted a large-scale campaign utilizing the local media and contacting every identifiable group in the community. Good co-operation was received from the local newspaper which sent a reporter to every Steering Committee meeting during the September-December period. Detailed accounts of these meetings were printed in the Penticton Herald and these were quite effective in building up knowledge of and interest in the project amongst the public. In addition, a series of radio

interviews and discussions were run by the local radio station, C.K.O.K. which were timed to coincide with the writer's periodic visits to Penticton.

One of our first steps in publicity was the formulation of a title or theme for the campaign to mobilize citizen volunteers. This was the title "Committee of 500", and it was used with some effect in paid advertisements and on the front page of a brochure designed for mailing to all organizations and interested individuals in the Penticton area. Perhaps more important than all of these methods were the direct contacts made by members of our committees with their friends and acquaintances. These contacts were directed at first to the enlistment of persons willing to take on responsibility as team captains and only later to recruitment of volunteer interviewers.

Probably the most important factor in our campaign to heighten community awareness of the self-survey was the youth film mentioned earlier. On our urging, the group of film consultants from Simon Fraser University was able to complete a roughly edited version of the film of about 49 minutes. It was agreed that this rough version would be made available for public showing in Penticton in order to elicit local feed-back which could usefully be taken into account in the final editing. Our purpose in arranging the public showing of an unfinished film went beyond this objective. We were far more interested in the potential of the film for generating public discussion and debate.

The semi-finished film print was brought to Penticton on the November 7-10 weekend, and two showings were arranged with a total of some 900 persons in attendance. The first showing on November 8 was

held for committee members and project volunteers and others specially invited to this preview. The second showing was held the following day and was thrown open to members of the public. Response in terms of attendance went far beyond our expectations. Almost 100 people turned up for the preview and about 700 persons filled the high-school auditorium for the Sunday afternoon public showing. A panel, made up of Prof. Stanley Fox, Miss Sandy Wilson, the film director, and the writer in the role of Moderator-discussion leader, engaged in a lively discussion with members of the audience.

Many of the comments from adults in the audience were highly critical of the negative attitudes in the film. Part of this reaction was undoubtedly attributable to the local defensiveness which is characteristic of many interior towns, or perhaps even of small towns in general. This kind of local pride views any characterization of their community which depicts it as anything less than a paradise on earth as nothing less than a "put-down" which has to be reacted to with hostility or contempt. But more important were the generational differences which were illustrated in the discussion periods. Adults, for the most part, were unable to understand the common complaint voiced by young people in the film that "there is nothing to do in Penticton". This met with incredulity from adult after adult who got up to describe the beautiful environment, the lakes, mountains, rivers, etc., and all the opportunities for recreation which were at young people's fingertips in Penticton. For many of them, the young people's complaints about a lack of things to do were simply proof of their perversity, laziness, or both. But it must also be pointed out that

the inability of adults to understand the complaints of young people reflected the inability of young people to clearly articulate their views and feelings. What young people were in fact saying was that they were frustrated by the lack of activities which could tie them in to the mainstream of youth trends in the urban centres of North America and that there was a lack of opportunity for self-directed activities through which they could participate in such trends.

While it cannot be said that these discussions produced any resolution of differences in perspective and outlook, they did provide perhaps the first such opportunity for open dialogue in this community. Actually, most of the discussion from the floor following the film showing came from adults, but teenagers found in Sandy Wilson a very forthright spokesman and it was obvious, of course, that the film had spoken for them. Most significant was the fact that this became the fore-runner of a number of future dialogues between the generations. Through their work on the film a number of young people acquired skill and confidence in the role of posing challenging questions to adults and particularly to those in authority. This same group was involved concurrently throughout the project in printing a small magazine called the Middle One which sought to project the ideas and feelings of young people in a vaguely anti-establishment sort of way.

Subsequently, the film went through further editing to become a 28-minute film documentary in the Challenge for Change Series of the National Film Board. At the time of writing, however, it was still on the restricted list, due to the fact that someone had neglected to clear the film rights for the music used in part of the film. The

writer has been assured by the N.F.B. that this difficulty would be overcome and a new print issued under the title Penticton Profile and that this would be available for general distribution. A copy of the first 28 minute print remains in the writer's possession and has been shown privately to a number of groups involved in community study.

The next important step was the training of volunteers in techniques of interviewing. This took place on the November 23rd weekend just before the process of interviewing householders was scheduled to begin. The resource persons for this training program were Miss Audrey Selander, of V.A.H.W., William Foddy, one of our questionnaire consultants and the writer, and sessions were scheduled to be held in the local high school. The program began with a briefing-training program for Team Captains, who were expected to play a significant role in providing at least a modicum of information and supervision for the volunteers in their charge. This was followed by a workshop training program all the next day (Saturday, November 22nd) for the more than 400 persons who had volunteered to work on the community self-survey. As the date for launching the survey came closer, the number of volunteers swelled to a total of 475 persons. The volunteers represented a fairly wide cross-section of the community, including high-school students, old-age pensioners, housewives, teachers, business people, young couples, etc., drawn mainly from middle-class strata of Penticton.

The procedure for our training sessions was simplified and condensed as much as possible. It consisted essentially of three phases, a) an outline of the total project and its purposes, b) explanation of the survey phase and its objectives, c) description of procedures to be

followed in reaching citizens and conducting and recording interviews. Opportunity was provided for questions and discussion and the workshop was introduced. Our basic training technique in the workshop was to divide the participants into dyads, and requiring each pair of participants to interview each other. They were asked to make a note of any problems encountered and report on their difficulties later to a plenary session. In the meantime, the resource persons circulated amongst the interviewers, observing their handling of interviews and providing on-the-spot help to the interview pairs in coping with problems and difficulties, especially those involving meaning and interpretation. The reports back from the dyads to the plenary session were only partially effective, due mainly to the lateness of of the hour. The participants were quite exhausted by this time and it was judged best to bring the session to a close.

In fact, in evaluating the overall training exercise, it could only be judged to be partially successful. Of the total number of 475 volunteers, not more than 250 had participated in what was really a minimal kind of program. Team captains were therefore urged to meet with those volunteers who had not attended the training sessions to brief them on procedures to be followed. In addition, a guide for interviewers was printed and distributed to all volunteers. (See Appendix B) A much more satisfactory training program might have been achieved if the sessions had been staggered over a 10-day or two-week period, in which the consultants might have met with smaller groups to provide a more intensive and meaningful training experience. But it was not possible within the limitations of our budget to provide

resource persons over such an extended period of time without endangering the later phases of the project. Nevertheless, it was apparent that those volunteers who were able to participate in our weekend program did gain a great deal from the process and much of the information they learned was informally shared with other volunteers. Again, some of those who had absented themselves had previous knowledge and experience of community surveys. The project was also helped in this respect by the local newspaper which provided detailed reports on developments as well as by the radio station. But, on balance, it was obvious to us that the lack of proper briefing for a large proportion of our interviewers would be costly in terms of the accuracy and completeness of our results. At this point, it was felt that there was no choice except to press on to our goal of complete coverage.

One other serious problem came up. Although the Steering Committee had been led to believe that there would be full co-operation from the Secondary School administration in scheduling special interview sessions in the classrooms, in which students would be asked to fill in their own questionnaires with guidance from one of our Committee members, we found the school principal obdurate in refusing to permit this to take place. Instead, he suggested that interviewing take place after school or during the lunch hour on a completely voluntary basis. We argued that such a procedure would produce a self-selected sample which would be in no way comparable to the adult population which was being surveyed on a door-to-door basis. Appeals to the School Board and the District Superintendent produced no discernible results and we had no choice but to go along with the proposed procedure. Two weeks of interviewing

under these conditions only produced about 80 interviews and it was decided to renew the battle. This time we added some pressure from teachers and students to the recipe, and the principal finally agreed to allow one class in each grade to be surveyed on a classroom basis. In addition, classes were surveyed in two Junior Secondary Schools, giving us a fairly good sample of the high-school population. But these difficulties must be attributed, in the first instance, to the lack of involvement in the project on the part of the elected officials and administrators of the school system. It was felt that had they been meaningfully involved, they would not have been so reluctant to intervene to eliminate obstacles of this kind.

The survey was substantially completed in mid-December and there was a follow-up period for collecting completed questionnaires from volunteers, sorting and collating, and generally getting the completed returns ready for computer processing. The work of our full-time co-ordinator, Mr. John Young, proved invaluable throughout this time, as it had throughout the whole survey period. It would have been impossible for the consultant, visiting Penticton no oftener than once every fortnight, to provide the necessary co-ordination to bring the process to fruition. Nor was there anyone available to handle this demanding function on a voluntary basis. Mr. Young met on a daily basis with members of the Steering Committee and maintained almost daily contact by telephone with the writer. His work during this period required him to maintain communication with a host of voluntary organizations, the media, City Hall, School Board, plus a vast number of volunteers in a veritable barrage of phone calls and visits to our headquarters in the Chamber of Commerce building.

CHAPTER FOUR

The Community Self-Survey

By mid-January, 1970, all the questionnaires had been collected, sorted and made ready for their first computer run. Our arrangement with City Hall specified that there would be no charge for programming or for the actual computer run, but that we would cover the cost of key-punching, since the City would have to hire an extra person to carry it out. This was considered to be an excellent arrangement financially, but it necessarily involved some delay in getting the job done, since we had only "spare-time" access to the computer. But there was no real choice in the matter, especially since our budget was almost exhausted, and much remained to be done. A further appeal was made to the Department of Social Welfare and Rehabilitation to grant a supplementary amount to enable us to complete the project and a further amount of $2,000 was made available to us.

While it soon became obvious that it would not be possible to reach our stated goal of 100% coverage of every household in Penticton, the coverage which was achieved was quite impressive. Of the approximately 6,000 households, interviewers made contact with almost 4,000 families and useable responses were obtained from 2904 households, plus about 300 high-school students. The composition of our sample was checked against data available from census tract information and it was apparent from this comparative examination that we had an excellent sample of the total community.

While in general terms it can be said that a fairly representative sample was obtained, there was one important respect in which this was

not strictly true. Some effort was made by the interviewers to keep track of households where it was not possible to gain the co-operation of the householder in responding to questions. When these results, or rather non-results, were collated, they were found to yield an interesting, though tentative pattern. While some individual homes and clusters of homes housing very poor families can be found spotted around the city of Penticton, it is generally considered that Main Street provides a rough dividing line between the working class and middle class areas of the city. The area west of Main Street contains many working class families, while the eastern area has a larger percentage of middle class families. We found that the eastern section of Penticton yielded a "rate of refusal" of 7%, i.e. 7% of householders who refused to co-operate with interviewers, while in the western areas this rate ran as high as 17%. While these instances of refusal to participate in the survey may have been caused by a variety of factors, and no follow-up research was conducted to determine the meaning and significance of this non-cooperation, it seems reasonable to conclude that the project had not succeeded in gaining credibility amongst the poor. This judgement is reinforced when one examines the make-up of the local committees responsible for the project, which were predominantly middle-class. Reports from the interviewers indicated lack of interest or belief on the part of these unco-operative householders, and some antagonism towards what was regarded by some people as a useless intrusion into their lives.

As was anticipated, there was a fairly high rate of spoilage - questionnaires that were improperly filled out, incomplete in vital

ways, etc. But with all the shortfalls and weaknesses taken into account, there was no doubt that we had actually compiled the most complete and accurate picture of the state of mind of Penticton residents at a given point in time than had ever been done. It pinpointed with accuracy the degrees of consensus and difference amongst the people of Penticton on all the major issues of community life, and showed how views differed according to factors of age, income and occupation. It provided a broad community evaluation of services by government agencies and voluntary organizations which could prove invaluable to persons responsible for providing those services. It produced clear guidelines for elected local government officials concerned with making decisions on issues facing the community. It provided reinforcement, or at least, realistic clarification for individuals and groups in the community who were working for social change, by indicating how much support or opposition their views enjoyed in the larger community, and by pinpointing the variations of support or opposition according to age, income and occupation.

Every effort was made to arrange for maximum feedback to the community of the results of our first computer run. This was done initially by means of press releases, interviews, and by supplying copies of the report to all committee members and to all persons requesting them. The complete report for the general public was published some time later as a full-page advertisement in the Penticton Herald. It contained the univariate compilation obtained from our first computer run. A brief explanatory introduction was also included for the benefit of committee members.

Although the correspondence of occupation, age and sex categories is close in most instances to those listed for Penticton in the 1966 Regional Index of British Columbia, there are some discrepancies, e.g. in the percentages of persons engaged in construction, retail-wholesale trade, service, etc. Also, one notes that the sex distribution of our respondents shows some over-representation of females. Much of the survey was conducted with householders in their own homes and more female heads of households were at home when interviewers called. Actually, interviewers were instructed to alternate in their interviews between male and female heads of households, but results were in many cases determined by which head of household happened to be at home. However, for the most part the differences in distribution recorded in our sample were not very significant.

The first report made to Penticton citizens by the consultants is reproduced on pages 66-68 following, as an aid to understanding and interpreting the tabulation of responses to the survey which follows on pages 69-91. Copies of both reports were circulated quite widely in Penticton, but priority in distribution was given to committee members and volunteer interviewers who had participated in the survey. In addition, copies were made available to the media, to City Council, social agencies and voluntary organizations in the area.

FIRST REPORT TO THE COMMITTEES & SUBCOMMITTEES OF THE PENTICTON PROFILE STUDY FROM THE U.B.C. CONSULTANTS

The questionnaires that were filled out before Christmas by 2904 residents of Penticton have now been put through the initial stages of processing.

It would seem that the 2904 people who answered the questions will give us a very accurate picture of how the residents of Penticton see their city. This conclusion is based on the fact that our survey results for the distribution of people in occupation and age categories agrees very closely with available Provincial Statistics (Tables 1 and 11).

Table 1

Question 81: Occupation

	% our sample	Prov. Stats.[1]
agriculture	13.32	10.85
forestry	2.61	3.38
construction	14.16	8.75
retail/wholesale trade	20.62	25.43
transport/communication	9.80	9.93
service	21.24	28.78
insurance/finance	5.29	4.56
government	12.99	8.28

Table 11

Question 75: Age

under 65	81.07	80.52[2]
over 65	18.97	19.48

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1 Source Prov. Stats.: Regional Index of British Columbia, Jan. 1966, p.134

2 Source Prov. Stats.: Regional Index of British Columbia, Jan. 1966, p.133

A further check on representativeness of the results would entail checking the response rate against the different areas in the city to make sure that the proportions of people who answered in each area are comparable. Since the figures set out in Table 1 and Table 11 are in such close agreement this check has not yet been carried out though it will be carried out if further analysis suggests its necessity.

The figures that have been entered into the questionnaire are in all cases the percentage of the total sample (2904 residents) who answered according to each question category. You will note that the percentages do not always add up to 100% - this merely means that not all of the 2904 residents answered each question.

If you look through the results you will get a fair idea of how different sections of the community answered the questions and this information, by itself, should stimulate much discussion. The committees and subcommittees, however, may want further data - if this is the case, requests should be communicated to us. Bivariate tables, for example, might be requested. We will explain what we mean by bivariate tables in the next paragraph.

The results entered into the questionnaire are all simple percentages for each question considered by itself. It may be enlightening sometimes, though, to ask the question: How did the people who answered one way on one question answer on another question? The following example illustrates what we are suggesting: if we look at question 3: Do you feel there is a future for you in this community?, we see that 55.2% answered "yes, while 27.7% answered "no", and if we

look at question 75, we see that 17.1% were 10-20 years old, while 53% were 31-65 years old - now you might ask the question: is the Proportion of the 10-20 year olds who answered "yes" to question 3 the same as the proportion of the 31-65 year olds who answered "yes" to the same question. When we asked the computer this question, it gave the following answer:

Table 111

Question 3 combined with question 75

		Question 75 - age	
		10-20 yrs.	31-65 yrs.
Question 3 Think have a future in Penticton	yes	14.6%	69.1%
	no	85.4%	30.9%

This table tells us that whereas only 14.6% of the 10-20 year olds think there is a future for them in Penticton, 69.1% of those aged 31-65 feel they have a future in the city. If you have similar questions that you would like to ask the computer you should let us know.

Remember this in your study: Penticton is your city - the results of the study should enable you to discuss, among yourselves, issues that will affect the future of Penticton.

U.B.C. Consultants.

PENTICTON PROFILE STUDY

Questionnaire Number [ ][ ][ ][ ][ ] 1-5

1. How long have you lived in Penticton? 6

whole life	8.8 %	-0
less than 1 year	9.4 %	-1
1-5 yrs.	28.2 %	-2
6-10 yrs.	13.8 %	-3
over 10 yrs.	38.9 %	-4
NA	.2 %	-5
DK		-6

2. On the whole what do you think of Penticton as a town to live in? 7

very good	39.2 %	-1
good	49.7 %	-2
poor	6.5 %	-3
very poor	1.9 %	-4
NA	1.1 %	-5
DK	.7 %	-6

3. Do you feel there is a future for you in this community? 8

yes	55.2 %	-1
no	27.7 %	-2
NA	7.0 %	-3
DK	8.9 %	-4

4. Are you planning or would you like to move from Penticton in the near future? 9

yes	20.6 %	-1
no	70.8 %	-2
NA	1.5 %	-3
DK	6.3 %	-4

5. Do you take part in such community activities as the Grape Fiesta, March for Millions, or Salmon Barbecue? 10

most	9.2 %	-1
some	27.5 %	-2
few	18.4 %	-3
none	42.3 %	-4
NA	1.6 %	-5

6. Tick which, if any, of the following types of organizations you belong to. (Code number of ticks) 0= 15.0 % [ ] 11

A) Service or community improvement	35.5 %
B) Church groups	21.1 %
C) Cultural or ethnic societies	9.4 %
D) Sports groups	3.3 %
E) Political, union or professional groups	7 %
F) Other	4 %

If 6 is none, go to 9; otherwise continue in order.

7. How many office or committee positions do you hold? 12

none	49.9 %	-0
one	15.6 %	-1
two	8.6 %	-2
three	2.4 %	-3
four	.9 %	-4
five or more	1.0 %	-5

8. Number of meetings attended in the last month. 13

none	30.6 %	-0
1-4	34.9 %	-1
5-8	8.5 %	-2
9-16	3.4 %	-3
17-24	.6 %	-4
over 24	.4 %	-5

9. Some people feel schools should train students for their future jobs but others feel a general education is more valuable. How do you feel about this? 14

training for jobs	22.4 %	-1
general education	30.0 %	-2
both	42.0 %	-3
undecided or NA	4.6 %	-4

10. In general, are the classes in Penticton schools . . . 15

too large	31.2 %	-1
satisfactory	31.1 %	-2
too small	1.9 %	-3
NA	3.6 %	-4
DK	31.1 %	-5

11. How would you rate each of the following, with regard to the schools here?

A) Vocational and technical facilities 16

very satisfactory	4.2 %	-1
satisfactory	23.4 %	-2
unsatisfactory	23.7 %	-3
very unsatisfactory	8.8 %	-4
NA	4.0 %	-5
DK	34.7 %	-6

B) Adult and Continuing Education Programs 17

very satisfactory	9.1 %	-1
satisfactory	44.6 %	-2
unsatisfactory	12.3 %	-3
very unsatisfactory	2.3 %	-4
NA	3.5 %	-5
DK	27.1 %	-6

12. Do you feel that the school curriculum should include the following?

A) Sex education — 18

yes	70.8 %	-1
no	17.7 %	-2
NA	4.1 %	-3
DK	6.5 %	-4

B) Citizenship training — 19

yes	83.3 %	-1
no	6.9 %	-2
NA	2.7 %	-3
DK	5.4 %	-4

C) Education on married life and child rearing — 20

yes	65.9 %	-1
no	22.4 %	-2
NA	2.5 %	-3
DK	6.5 %	-4

D) Budgeting, financial management and consumer education — 21

yes	84.9 %	-1
no	7.2 %	-2
NA	2.0 %	-3
DK	4.3 %	-4

E) Religious education — 22

yes	35.5 %	-1
no	54.6 %	-2
NA	4.0 %	-3
DK	4.5 %	-4

F) Town planning / environmental studies — 23

yes	57.1 %	-1
no	25.9 %	-2
NA	4.1 %	-3
DK	11.4 %	-4

13. Do you think that local schools should have the following facilities?

A) Arts and crafts — 24

yes	86.7 %	-1
no	6.3 %	-2
NA	1.8 %	-3
DK	4.4 %	-4

B) Technical shops and science laboratories — 25

yes	91.0 %	-1
no	3.3 %	-2
NA	1.4 %	-3
DK	3.3 %	-4

C) Sports facilities — 26

yes	93.8	-1
no	2.5 %	-2
NA	.9 %	-3
DK	1.8 %	-4

D) Swimming pool 27

yes	51.6 %	-1
no	40.4 %	-2
NA	2.4 %	-3
DK	4.3 %	-4

14. How do you think that the above school facilities should be financed? 28

Federal govt.	30.1 %	-1
provincial govt.	28.2 %	-2
property tax	2.9 %	-3
school fundraising	1.9 %	-4
special school fees	2.2 %	-5
other	19.9 %	-6
NA	3.3 %	-7
DK	10.1 %	-8

15. Do you feel that the public relations or communication channels between school and the community are adequate? 29

yes	33.1 %	-1
no	39.0 %	-2
NA	3.4 %	-3
DK	23.4 %	-4

16. Which of the following should be the major source of revenue for basic school financing? 30

Federal govt.	34.3 %	-1
Provincial govt.	38.9 %	-2
property tax / municipal financing	7.2 %	-3
NA	3.9 %	-4
DK	13.3 %	-5

17. Do you think school rooms and facilities should be made more available for community groups? 31

yes	70.6 %	-1
no	18.9 %	-2
NA	2.6 %	-3
DK	7.0 %	-4

18. Should a Regional College be located near Penticton? 32

yes	72.6 %	-1
no	14.8 %	-2
NA	4.2 %	-3
DK	7.5 %	-4

19. Do you think that the integration of Indian children into Penticton schools has been a good thing? 33

yes	76.8 %	-1
no	5.8 %	-2
NA	1.8 %	-3
DK	14.6 %	-4

20. Have you any suggestions for the improvement of the educational system? 34

yes 35.5 % -1
no 60.8 % -2

Comments

21. Have you any suggestions for the improvement of roads, traffic, or public transportation facilities in the Penticton area? 35

yes 63.0 % -1
no 33.3 % -2

Comments

22. Do you think that the Provincial Government should have the right to expropriate Indian land for public roads or facilities? 36

yes	37.9 % -1
no	51.0 % -2
NA	3.0 % -3
DK	6.9 % -4

23. Should the City become involved in running a low cost public housing scheme for 37

all citizens	17.7 % -1
aged and handicapped only	21.7 % -2
low income families only	8.1 % -3
2 and 3 only	24.9 % -4
not at all	18.6 % -5
NA	2.1 % -6
DK	5.8 % -7

24. Do you think that orchards and market gardens should be allowed within the City boundaries? 38

yes	66.1 % -1
no	23.0 % -2
NA	2.9 % -3
DK	6.6 % -4

25. Do you think that agricultural land should be used for housing developments? 39

yes	31.8 % -1
no	54.3 % -2
NA	4.4 % -3
DK	8.3 % -4

26. To allow for city growth should 40

the city boundaries be extended	53.0 % -1
higher density housing (row houses and apartments) be allowed	24.5 % -2
NA	8.7 % -3
DK	11.6 % -4

27. Should City funds be used to promote new industries in the area? 41

yes	60.7 % -1
no	28.9 % -2
NA	2.5 % -3
DK	6.8 % -4

28. Should City funds be used to promote 42

the tourist industry	10.2 % -1
the convention industry	5.0 % -2
both	50.9 % -3
neither	24.3 % -4
NA	2.8 % -5
DK	5.7 % -6

29. Do you think rooms and facilities in City-owned buildings should be more available for community group use? 43

yes	80.0 %	-1
no	8.2 %	-2
NA	2.6 %	-3
DK	8.1 %	-4

30. Do you feel there are adequate means to express your opinion to City officials? 44

very adequate	9.2 %	-1
adequate	43.7 %	-2
inadequate	17.9 %	-3
very inadequate	8.0 %	-4
NA	3.5 %	-5
DK	16.5 %	-6

31. Do you feel present recreational facilities are adequate for the following groups?

A) Children 45

very adequate	6.7 %	-1
adequate	47.1 %	-2
inadequate	26.1 %	-3
very inadequate	6.6 %	-4
NA	1.4 %	-5
DK	10.9 %	-6

B) Youth 46

very adequate	3.4 %	-1
adequate	24.7 %	-2
inadequate	40.8 %	-3
very inadequate	17.5 %	-4
NA	1.7 %	-5
DK	10.8 %	-6

C) Adults 47

very adequate	7.6 %	-1
adequate	57.6 %	-2
inadequate	19.0 %	-3
very inadequate	3.7 %	-4
NA	1.5 %	-5
DK	9.1 %	-6

D) Senior citizens 48

very adequate	5.1 %	-1
adequate	37.7 %	-2
inadequate	26.4 %	-3
very inadequate	5.2 %	-4
NA	2.3 %	-5
DK	22.0 %	-6

E) Visitors 49

very adequate	17.5 %	-1
adequate	49.5 %	-2
inadequate	18.4 %	-3
very inadequate	4.3 %	-4
NA	1.3 %	-5
DK	7.9 %	-6

32. Are there any facilities (parks, buildings, courts, rinks, etc.) you would like to see expanded or established? 50

yes	63.3 %	-1
no	31.8 %	-2

Comments

33. Would you be in favour of having a full-time Recreation Director? 51

yes	57.9 %	-1
no	23.8 %	-2
NA	3.8 %	-3
DK	13.3 %	-4

34. How would you rate the following as potential economic bases for Penticton?

A) Agriculture 52

very desirable	15.0 %	-1
desirable	55.1 %	-2
undesirable	12.5 %	-3
very undesirable	1.7 %	-4
NA	2.9 %	-5
DK	11.5 %	-6

B) Tourist-Recreational 53

very desirable	32.6 %	-1
desirable	50.9 %	-2
undesirable	6.1 %	-3
very undesirable	1.3 %	-4
NA	1.7 %	-5
DK	6.1 %	-6

C) Industrial manufacturing 54

very desirable	21.6 %	-1
desirable	48.4 %	-2
undesirable	14.4 %	-3
very undesirable	4.8 %	-4
NA	1.5 %	-5
DK	8.0 %	-6

D) Retirement 55

very desirable	26.9 %	-1
desirable	46.1 %	-2
undesirable	12.6 %	-3
very undesirable	4.1 %	-4
NA	1.9 %	-5
DK	6.8 %	-6

35. Would you like to see more effort at promoting year-round tourism? 56

yes	59.6 %	-1
no	30.9 %	-2
NA	3.2 %	-3
DK	5.2 %	-4

36. If so, have you any suggestions as to how this be done (probe for facilities, events, etc.) 57

suggestions	24.3 %	-1
no suggestions	55.1 %	-2

37. How would you rate local business with regard to the following?

A) Prices 58

good	5.5 %	-1
average	44.5 %	-2
poor	46.7 %	-3
NA	.5 %	-4
DK	1.5 %	-5

B) Selection 59

good	20.9 %	-1
average	42.3 %	-2
poor	34.1 %	-3
NA	.3 %	-4
DK	1.1 %	-5

C) Parking 60

good	29.7 %	-1
average	41.6 %	-2
poor	23.3 %	-3
NA	1.0 %	-4
DK	3.4 %	-5

D) Courtesy 61

good	46.8%	-1
average	39.3%	-2
poor	11.4%	-3
NA	.5%	-4
DK	.9%	-5

E) Contribution to community projects and campaigns 62

good	25.1%	-1
average	37.0%	-2
poor	15.8%	-3
NA	2.4%	-4
DK	18.5%	-5

F) Appearance of individual shops 63

good	40.5%	-1
average	47.4%	-2
poor	9.3%	-3
NA	.4%	-4
DK	1.0%	-5

G) Layout and appearance of business district 64

good	31.3%	-1
average	48.4%	-2
poor	16.1%	-3
NA	.9%	-4
DK	2.0%	-5

38. Are the job opportunities in Penticton 65

very good	.3%	-1
good	1.8%	-2
average	14.7%	-3
poor	49.3%	-4
very poor	24.0%	-5
NA	1.1%	-6
DK	7.7%	-7

39. Do you feel you will have to move from Penticton to get the type of work you would like or are training for? 66

yes	29.8%	-1
no	47.9%	-2
NA	16.1%	-3
DK	4.8%	-4

40. Are you in favour of a minimum wage in the agricultural industry? 67

yes	63.2%	-1
no	14.1%	-2
NA	5.9%	-3
DK	15.7%	-4

41. Do you think that the employment opportunities in Penticton for Indians are 68

very good	.5 %	-1
good	3.8 %	-2
average	11.8 %	-3
poor	33.8 %	-4
very poor	23.7 %	-5
NA	3.0 %	-6
DK	22.3 %	-7

42. Which of the following have you gone to for help with a personal problem? (Code number of ticks) 69

0) none	13.9 %		
1) clergy	4.4 %	8) relative	5.7 %
2) police	1.7 %	9) friend	11.8 %
3) probation officer	.4 %	10) public health	.9 %
4) social worker	1.6 %	11) lawyer	2.9 %
5) doctor	18.3 %	12) trade union	.5 %
6) psychiatrist	.7 %	13) other	2.0 %
7) neighbour	2.7 %	14) teacher	2.2 %

43. Which did you find most helpful? (Code number) 70

44. Would you say that retired people in Penticton are: 71

very well cared for	8.4 %	-1
adequately cared for	44.6 %	-2
inadequately cared for	16.0 %	-3
very poorly cared for	4.2 %	-4
NA	3.2 %	-5
DK	22.1 %	-6

45. Do you feel that the family court in Penticton exists primarily to enforce the law or primarily to help people in trouble? 72

enforce law	8.7 %	-1
help people	31.7 %	-2
both	22.9 %	-3
neither	1.3 %	-4
NA	3.7 %	-5
DK	30.4 %	-6

46. Do you feel the probation service in this town is adequate? 73

very adequate	2.1 %	-1
adequate	21.9 %	-2
inadequate	8.4 %	-3
very inadequate	1.8 %	-4
NA	5.9 %	-5
DK	58.8 %	-6

47. If not, how would you like to see it improved?

48. Do you feel there are any changes in law enforcement which should be made? 74

yes 35.9 % -1
no 53.4 % -2

Probe for treatment of:

Residents

Transients

Indians

Youth

49. A number of people have expressed the fear that there is a drug problem in Penticton. What do you think? 75

	answer	65.3 % -1
	no answer	31.4 % -2

Comments

50. A number of people have expressed the fear that there is an alcohol problem in Penticton. What do you think? 76

	answer	51.1 % -1
	no answer	43.9 % -2

Comments

51. (If respondent thinks there is a drug or alcohol problem) What do you think should be done about the situation? Comments

52. Would you say Penticton has a water pollution problem? 77

yes	76.7 %	-1
no	9.3 %	-2
NA	2.1 %	-3
DK	10.3 %	-4

53. Do you think it is 78

improving	13.0 %	-1
staying the same	23.0 %	-2
getting worse	42.5 %	-3
NA	3.6 %	-4
DK	14.3 %	-5

54. Do you think there should be tighter restrictions to prevent water pollution here? 79

yes	91.4 %	-1
no	1.5 %	-2
NA	1.5 %	-3
DK	3.3 %	-4

[1] 80

Questionnaire Number [| | | |] 1-4

55. Would you say Penticton has an air pollution problem? 5

yes	41.7 %	-1
no	48.3 %	-2
NA	1.3 %	-3
DK	7.6 %	-4

56. Do you think it is 6

improving	2.9 %	-1
staying the same	40.6 %	-2
getting worse	22.8 %	-3
NA	13.3 %	-4
DK	11.8 %	-5

57. Do you think there should be tighter restrictions to prevent air pollution here? 7

yes	68.6 %	-1
no	11.2 %	-2
NA	7.2 %	-3
DK	9.2 %	-4

58. Would you say that Penticton has a soil pollution problem? 8

yes	20.5 %	-1
no	28.4 %	-2
NA	4.8 %	-3
DK	45.0 %	-4

59. Do you think it is 9

improving	3.3 %	-1
staying the same	17.1 %	-2
getting worse	12.4 %	-3
NA	16.0 %	-4
DK	42.1 %	-5

60. Do you think there should be tighter restrictions to prevent soil pollution? 10

yes	44.4 %	-1
no	8.0 %	-2
NA	11.3 %	-3
DK	30.6 %	-4

61. Do you think pollution control should be handled by elected officials or by a panel of experts employed for this purpose? 11

elected officials	11.0 %	-1
experts	77.0 %	-2
other	3.0 %	-3
DK	7.3 %	-4

62. Do you feel you have easy access to doctor and health service? 12

yes	87.8 %	-1
no	8.0 %	-2
NA	.8 %	-3
DK	2.2 %	-4

63. If no, state reasons.

64. Can you afford the medical and dental services that you need? 13

yes	67.9 %	-1
no	25.4 %	-2
NA	2.8 %	-3
DK	2.1 %	-4

Comments (probe for type of service)

65. Are there any health services you think should be established or improved? 14

yes	34.6 % -1
no	36.7 % -2
NA	6.8 % -3
DK	18.4 % -4

Comments

66. Which of the following public health services have you used in the last two years, and how would you rate it?

A) Home visits to mothers and new babies

Used in last 2 years 15

yes	6.8 % -1
no	69.9 % -2
NA	6.2 % -3
DK	4.0 % -4

Rating 16

very satisfactory	5.0 % -1
satisfactory	5.3 % -2
neutral or don't care	1.1 % -3
unsatisfactory	.3 % -4
very unsatisfactory	.1 % -5
NA	16.8 % -6
DK	23.3 % -7

B) Pre-natal classes

Used 17

yes	3.1 % -1
no	71.0 % -2
NA	5.4 % -3
DK	4.1 % -4

Rating 18

very satisfactory	2.9 % -1
satisfactory	3.7 % -2
neutral or don't care	.7 % -3
unsatisfactory	.2 % -4
very unsatisfactory	.1 % -5
NA	16.5 % -6
DK	24.1 % -7

C) Health counselling for pre-school children

Used			19
	yes	10.4 %	-1
	no	68.1 %	-2
	NA	5.4 %	-3
	DK	5.1 %	-4
Rating	very satisfactory	4.9 %	-1 20
	satisfactory	7.7 %	-2
	neutral or don't care	.9 %	-3
	unsatisfactory	.6 %	-4
	very unsatisfactory	.2 %	-5
	NA	16.0 %	-6
	DK	24.4 %	-7

D) School health service (physical, vision, hearing check, counselling)

Used			21
	yes	34.3 %	-1
	no	49.0 %	-2
	NA	3.8 %	-3
	DK	3.4 %	-4
Rating	very satisfactory	8.2 %	-1 22
	satisfactory	25.0 %	-2
	neutral or don't care	1.8 %	-3
	unsatisfactory	2.3 %	-4
	very unsatisfactory	.7 %	-5
	NA	11.6 %	-6
	DK	16.6 %	-7

E) Nursing care in home

Used			23
	yes	2.7 %	-1
	no	78.3 %	-2
	NA	4.7 %	-3
	DK	4.0 %	-4
Rating	very satisfactory	1.5 %	-1 24
	satisfactory	3.0 %	-2
	neutral or don't care	.8 %	-3
	unsatisfactory	.8 %	-4
	very unsatisfactory	.5 %	-5
	NA	16.7 %	-6
	DK	27.3 %	-7

F) Public health inspection service

Used			25
	yes	8.5 %	-1
	no	71.6 %	-2
	NA	4.4 %	-3
	DK	4.4 %	-4
Rating	very satisfactory	3.5 %	-1 26
	satisfactory	6.6 %	-2
	neutral or don't care	.9 %	-3
	unsatisfactory	1.3 %	-4
	very unsatisfactory	.7 %	-5
	NA	15.0 %	-6
	DK	25.0 %	-7

19

G) Mental health counselling

Used 27

yes	3.9 %	-1
no	78.9 %	-2
NA	4.0 %	-3
DK	4.2 %	-4

Rating 28

very satisfactory	.9 %	-1
satisfactory	3.2 %	-2
neutral or don't care	.8 %	-3
unsatisfactory	2.6 %	-4
very unsatisfactory	1.3 %	-5
NA	15.6 %	-6
DK	26.7 %	-7

67. Do you know of any persons who are not receiving pensions or welfare help but who you think should be? 29

yes	7.9 %	-1
no	81.8 %	-2
NA	1.9 %	-3
DK	5.9 %	-4

68. If yes, why do you think they are not on welfare: 30

they don't know about it	.6 %	-1
they don't like the idea of living on welfare	3.2 %	-2
they don't know how to apply	.9 %	-3
combination of above	1.6 %	-4
don't know reason	7.7 %	-5

69. If yes, have you tried to help this person or did you consider it none of your business? 31

tried to help	3.7 %	-1
none of my business	4.1 %	-2
NA	12.9 %	-3
DK	5.2 %	-4

70. For each of the following Social Welfare services did you know the service was available, have you used it in the last 2 years and how would you rate it?

A) Pensions (aged, blind, disabled)

Used 32

yes	10.1 %	-1
no	72.6 %	-2
NA	4.7 %	-3
DK	3.8 %	-4

Rating 33

very satisfactory	1.7 %	-1
satisfactory	7.8 %	-2
neutral or don't care	.7 %	-3
unsatisfactory	3.0 %	-4
very unsatisfactory	.9 %	-5
NA	14.6 %	-6
DK	25.3 %	-7

B) Financial help

Used			34
	yes	7.5 %	-1
	no	77.1 %	-2
	NA	3.8 %	-3
	DK	3.3 %	-4
Rating	very satisfactory	1.6 %	-1 35
	satisfactory	5.6 %	-2
	neutral or don't care	.6 %	-3
	unsatisfactory	2.6 %	-4
	very unsatisfactory	.9 %	-5
	NA	15.3 %	-6
	DK	25.5 %	-7

C) Child protection

Used			36
	yes	2.9 %	-1
	no	79.8 %	-2
	NA	4.3 %	-3
	DK	4.2 %	-4
Rating	very satisfactory	.7 %	-1 37
	satisfactory	3.5 %	-2
	neutral or don't care	.7 %	-3
	unsatisfactory	1.3 %	-4
	very unsatisfactory	.5 %	-5
	NA	16.5 %	-6
	DK	27.5 %	-7

D) Child care

Used			38
	yes	4.0 %	-1
	no	78.8 %	-2
	NA	4.3 %	-3
	DK	4.3 %	-4
Rating	very satisfactory	1.4 %	-1 39
	satisfactory	3.6 %	-2
	neutral or don't care	.6 %	-3
	unsatisfactory	.8 %	-4
	very unsatisfactory	.4 %	-5
	NA	16.5 %	-6
	DK	27.8 %	-7

E) Family counselling

Used			40
	yes	3.6 %	-1
	no	79.9 %	-2
	NA	4.2 %	-3
	DK	4.0 %	-4
Rating	very satisfactory	.7 %	-1 41
	satisfactory	2.9 %	-2
	neutral or don't care	.9 %	-3
	unsatisfactory	1.2 %	-4
	very unsatisfactory	.4 %	-5
	NA	16.1 %	-6
	DK	28.3 %	-7

71. Would you support any increases in aid which the welfare services might offer? 42

yes - non-financial	21.8 %	-1
yes - financial	10.0 %	-2
yes - all support	16.5 %	-3
no	20.8 %	-4
NA	10.4 %	-5
DK	17.4 %	-6

72. Some people feel it is their responsibility to report neglected children, other people feel they should not report on other people. What would you do? 43

report	81.1 %	-1
not report	7.3 %	-2
NA	4.5 %	-3
DK	5.4 %	-4

73. Rate the following community services not yet available.

A) Family planning clinic and counselling 44

desirable	67.2 %	-1
doesn't matter	21.4 %	-2
undesirable	6.2 %	-3

B) Mental health centre 45

desirable	80.4 %	-1
doesn't matter	10.6 %	-2
undesirable	3.9 %	-3

C) Nursing home 46

desirable	79.9 %	-1
doesn't matter	12.1 %	-2
undesirable	3.1 %	-3

D) Clinic for older people 47

desirable	77.0 %	-1
doesn't matter	11.5 %	-2
undesirable	6.6 %	-3

E) Dental care in the public schools 48

desirable	77.1 %	-1
doesn't matter	9.4 %	-2
undesirable	9.4 %	-3

F) Kindergarten in the public school system 49

desirable	63.9 %	-1
doesn't matter	16.0 %	-2
undesirable	16.1 %	-3

G) Fluoridation of water 50

desirable	55.8 %	-1
doesn't matter	15.1 %	-2
undesirable	24.5 %	-3

H) Youth hostel 51

desirable	64.6 %	-1
doesn't matter	14.2 %	-2
undesirable	16.6 %	-3

I) Accommodation for migrant workers — 52

desirable	37.8 %	-1
doesn't matter	24.3 %	-2
undesirable	33.2 %	-3

J) Hostel for transients — 53

desirable	24.6 %	-1
doesn't matter	16.7 %	-2
undesirable	53.6 %	-3

74. If available in the community, would you use the following:

A) Day care centre for children — 54

yes	20.2 %	-1
no	61.9 %	-2
NA	8.3 %	-3
DK	6.0 %	-4

B) Chronic care or nursing home for adults — 55

yes	45.6 %	-1
no	37.9 %	-2
NA	6.0 %	-3
DK	7.5 %	-4

WE WOULD NOW LIKE SOME INFORMATION REGARDING YOURSELF RATHER THAN YOUR OPINIONS.

75. Age last birthday — 56

10-15	6.3 %	-1
16-20	10.8 %	-2
21-25	4.6 %	-3
26-30	6.4 %	-4
31-40	15.3 %	-5
41-50	17.9 %	-6
51-65	19.8 %	-7
over 65	15.5 %	-8
NA	1.3 %	-9

76. Marital status — 57

single	19.2 %	-1
married	65.7 %	-2
widowed	9.3 %	-3
divorced	1.2 %	-4
separated	2.0 %	-5
NA	.3 %	-6
DK	.1 %	-7

77. Number of children in family (at home) — 58

none	39.9 %	-0
one	14.6 %	-1
two	16.9 %	-2
three	12.2 %	-3
four	7.6 %	-4
five	2.5 %	-5
six	1.1 %	-6
over six	1.1 %	-7
NA	.6 %	-8
DK	.3 %	-9

78. Do you own or rent your home? 59

own	70.3 %	-1
rent	19.4 %	-2
board	2.1 %	-3
NA	4.9 %	-4
DK	1.0 %	-5

79. Are you on the municipal voting list? 60

yes	62.8 %	-1
no	31.1 %	-2
NA	1.2 %	-3
DK	2.9 %	-4

80. Do you work inside or outside Penticton? 61

inside	59.1 %	-1
outside	7.1 %	-2
NA	25.2 %	-3
DK	1.0 %	-4

81. In what type of work are you employed? 62

agriculture / food processing	5.9 %	-1
forestry / sawmilling	1.2 %	-2
construction	6.3 %	-3
retail and wholesale trade	9.1 %	-4
transportation / communication	4.3 %	-5
service	9.4 %	-6
insurance / finance / real estate	2.3 %	-7
local, Provincial, Federal government	5.7 %	-8
housewife	22.0 %	-9
retired or unemployed	15.9 %	-A
NA	10.8 %	-B
DK	.9 %	-C

82. If 1 to 8, which best describes your job? 63

unskilled labor	5.7 %	-1
semi-skilled - apprentice or minor machine operator	7.3 %	-2
foreman, craftsman, or skilled machine operator	6.7 %	-3
technical, clerical, sales	10.8 %	-4
professional, proprietary, managerial	17.5 %	-5
NA	17.8 %	-6
DK	2.3 %	-7

83. Which of the following most nearly represents your total family income (after deductions)? 64

less than $2001.00	10.8 %	-1
$2001.00-4000.00	13.4 %	-2
$4001.00-6000.00	15.6 %	-3
$6001.00-8000.00	14.4 %	-4
$8001.00-10000.00	9.9 %	-5
$10001.00-15000.00	5.3 %	-6
$15001.00 +	2.0 %	-7
NA	14.5 %	-8
DK	10.7 %	-9

84. Finally, while you have been answering questions, did it occur to you that any community issues had been ignored? 65

yes	18.2 %	-1
no	72.5 %	-2

Comments

85. Sex 66

male	43.7 %	-1
female	52.7 %	-2

86. Would you say that the respondent was 67

very interested	47.4 %	-1
reasonably interested	39.7 %	-2
disinterested	3.9 %	-3

2 80

It is apparent from any examination of the results of the survey that there were issues which seemed to be of major concern to Penticton residents. Foremost amongst these concerns were the problems of environmental pollution, the use and abuse of drugs and alcohol, recreational facilities and leadership, and the problem of employment. The survey also revealed a lack of knowledge on the part of the majority of respondents about many health and social services available in the community. On other subjecters there was greater diversity in response.

On several issues, this report supplied clear-cut evidence of a significant degree of community consensus, great enough, in fact, to provide a mandate for change. One such issue was that of pollution. The survey showed 76.7 per cent of the respondents aware of water pollution as a problem. It showed fewer persons concerned about air pollution and very little awareness of soil pollution as a problem. But when asked about the need for greater controls and preventive restrictions the percentages in favour were respectively 91.4 per cent for greater restriction re water pollution, 68.6 per cent re air pollution and 44.4 per cent re soil pollution. These results tend to bear out the judgement that elected officials and decision-makers are lagging behind public opinion in dealing with this problem.

Similarly, in the case of recreation services, particularly for young people, respondents showed strong support for the expansion of recreational facilities, for greater accessibility of community facilities, for the hiring of a full-time recreation director. Some 58.3 per cent of the respondents found the facilities for youth to be inadequate or very inadequate. This attitude to provision of facilities

and services for young people was also evident in the response about the education system. Strong support was expressed for inclusion in the school curriculum of sex education, citizenship, family life education, budgeting and consumer education, planning and environmental studies, as well as for the inclusion of facilities for arts and crafts, technical shops and laboratories, sports facilities - in fact for all those items which are considered "frills" by the provincial government's department of education and given the lowest possible budget priority.

These and other areas of study reported on in this survey report provided many opportunities for community action and follow-up. Some of the results revealed enough consensus to justify almost immediate action by elected officials; other results showed significant segments of the public in favour of certain changes; other results showed polarization of opinion or minority support for change. But all of the information contained in this report provided a basis for action of some kind, whether by elected officials, voluntary groups and organizations, social agencies, or individuals, and the action could take varied forms, including community action - briefs, petitions, representations, etc., further research, improved programs of communication, provision of information, etc. And this was basically the broad frame of reference used by the Steering Committee in determining the next step in this project.

CHAPTER FIVE

Follow-up Action

In line with our agreed-upon framework of reference, the Steering Committee had the responsibility for selecting major areas of concern for follow-up action. It decided to set up five Study Groups, as follows:

a) Municipal Services Committee (to include conomic questions)

b) Education

c) Recreation and "Culture"

d) Health and Social Services (to include the drug-alcohol problem)

e) Pollution

These committees or groups were required to (a) examine the questionnaires and collate the responses to open-ended questions, (b) draw up a list of questions for which they required breakdown in terms of age, sex, income and occupation and submit these to the consultants for bivariate tabulation, (c) consult with local resource persons who had some first-hand knowledge about their area of concern in order to get further information, and (d) to formulate reports containing their findings and recommendations for community action. The Steering Committee appointed Chairmen to convene these committees, and the consultant supplied study-guides to help them perform their tasks. The study groups were encouraged to make as much use as possible of local resource persons. (See Appendix B)

The Study Groups' work, as represented in their final report, varied quite a bit in terms of both quantity and quality. Most of the

Study Group members seemed to feel that the task of perusing the answers to open-ended questions of about 3,000 respondents was too enormous a job for them to undertake and not many of these results were examined. They relied more heavily on the bivariate analysis supplied by the consultants in response to their requests for breakdown information, and quite a lot of supplementary information was obtained through interviews with local resource persons. The Study Group on Municipal Services, chaired by a local alderman, held no meetings and produced no report. It was apparently the position of its chairman that nothing useful could emerge from a process involving people who were not experts. The other Study Groups, however, handled their tasks most conscientiously and produced some excellent reports and recommendations which showed evidence of having been given serious consideration.

The Bivariate Tabulation which follows on pages 96-123, provides a breakdown according to age, occupation, income, and in a few cases, the breakdown in terms of homeowners versus tenants, but it does so only for a limited number of questions in the survey. Breakdowns of responses to the survey were provided by the consultants only for specific questions and when requested to do so by the Study Groups. From a technical point of view, it would certainly have been feasible to set up a computer run to provide these breakdowns for the entire list of questions. This would have produced a massive document, which could prove to be useful at some time in the future. But it was our feeling that a more limited, selective approach based on the expressed needs of our most active participants would serve us much better.

FINAL REPORT TO THE COMMITTEES AND SUBCOMMITTEES OF THE PENTICTON PROFILE STUDY

This report consists of the results of the data analysis previously submitted to the Committees. This report differs in the reporting format only and the substantive material remains the same. Each cross tabulation is prefaced by the data column examined and these are annotated (with reference to the specific question asked).

RECREATION

1. Column 156 (question 75, age) vs column 9 (question 4, plan to move)
    1. Most (71%)* of respondents do not plan to move from Penticton in the near future.
    2. More young respondents are likely to plan to move from Penticton in the near future.

       Example: 10 - 20 yr. olds: 59% plan to move
       21 - 40 yr. olds: 20% plan to move
       over 40: 8% plan to move
2. Column 8 (question 3, future in the city) vs Column 9 (question 4, plan to move)
    1. About ½ (55%)* of the respondents feel that there is a future for them in Penticton.
    2. Most (90%) of the respondents who feel that there is a future for them in Penticton plan to stay.

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* Please refer to "First Report To The Committees and Subcommittees of the Penticton Profile Study From the U.B.C. Consultants" for percentages shown with*.

3. About ½ (53%) of the respondents who feel that there is no future for them in Penticton are planning to move or would like to move.

The following examines the relationship between age and the respondent's opinion regarding use of various facilities and adequacy of these facilities for youth.

3. Column 156 (question 75, age) vs Column 24 (question 13A, arts and crafts)
   1. Most (87%)* of the respondents feel that schools <u>should</u> have arts and crafts facilities.
   2. There is no difference in this opinion with respect to the respondent's age.
4. Column 156 (question 75, age) vs Column 26 (question 13C, sports facilities)
   1. Most (94%)* of the respondents feel that schools should have sports facilities.
   2. There is no difference in this opinion with respect to the respondent's age.
5. Column 156 (question 75, age) vs Column 31 (question 17, availability of school and facilities)
   1. Most (71%)* of the respondents felt that school facilities <u>should</u> be made more available for community groups
   2. There is no difference in this opinion with respect to the respondent's age.

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* Please refer to "<u>First Report To The Committees and Subcommittees of the Penticton Profile Study from the U.B.C. Consultants</u>" for percentages shown with *.

6. Column 156 (question 75, age) vs. column 32 (question 18, location of regional college)

   1. Most (73%)* of the respondents felt that a Regional College <u>should</u> be located near Penticton.
   2. There is no difference in this opinion with respect to the respondent's age.

7. Column 156 (question 75, age) vs. Column 46 (question 31B, facilities for youth)

   1. Much less than ½ (28%)* of the respondents felt that the present recreational facilities for youth <u>are adequate</u>.
   2. Fewer younger persons feel this is the case than older persons.

      Example: 10-20 yr. olds: 10% feel they are adequate
      21-40 yr. olds: 23% " " " "
      over 40 years: 37% " " " "

8. Column 156 (question 75, age) vs. Column 51 (question 33, having a recreation director)

   1. Slightly more than ½ (58%)* of the respondents are in favour of having a full time Recreation Director.
   2. More younger persons are in favour of this than older persons.

      Example: 10-20 yr. olds: 75% in favour
      21-40 yr. olds: 67% " "
      over 40 years: 49% " "

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* Please refer to "<u>First Report To The Committees and Subcommittees of the Penticton Profile Study from the U.B.C. Consultants</u>" for percentages shown with *.

9. Column 156 (question 75, age) vs. Column 151 (question 73H, youth hostel)

   1. More than ½ (65%)* of the respondents feel that a youth hostel is desirable.
   2. Slightly more younger persons feel that it is desirable than old persons.

      Example: 10-20 yr. olds: 73% feel it is desirable
      21-40 yr. olds: 68% " " " "
      over 40 years: 61% " " " "

10. Column 156 (question 75, age) vs. Column 152 (question 731, accommodation for migrant workers)

   1. Less than ½ (38%)* of the respondents feel that accommodation for migrant workers is desirable.
   2. There is no difference in this opinion with respect to the respondent's age.

The following examines the relationship between respondent's opinions regarding a Recreation Director and certain other factors.

11. Column 163 (question 82, occupational skills) vs. Column 51 (question 33, having a Recreation Director)

   1. The type of job which a respondent holds shows no difference in his desire for a Recreation Director.

12. Column 10 (question 5, community activities) vs. Column 51 (question 33, having a Recreation Director)

   More of the respondents' who participate most in community activities feel that a Recreation Director is desirable.

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* Please refer to "First Report To the Committees and Subcommittees of the Penticton Profile Study from the U.B.C. Consultants" for percentages shown with *.

Example: Those who attend most: 71% feel he is desirable
Those who attend some: 65% " " " "
Those who attend few: 59% " " " "
Those who attend none: 51% " " " "

13. Column 11 (question 6, organization you belong to) vs. Column 51 (question 33, having a Recreation Director)

More of those respondents who belong to many community organizations feel that a Recreation Director is desirable.

Example: Those who belong to 4 or more: 75% feel he is desirable
Those who belong to 2 or 3: 63% " " " "
Those who belong to 1: 56% " " " "
Those who belong to none: 52% " " " "

EDUCATION

1. Column 156 (question 75, age) vs. Column 14 (question 9, student training)

Weak tendency for people under 20 to think that schools should both train students for their future jobs and give them a general education. In general, more support from all age brackets for general education.

2. Column 156 (question 75, age) vs. Column 15 (question 10, class size) 54% of 10-15 year olds satisfied with size of classes.

3. Column 156 (question 75, age) vs. Column 16 (question 11A, vocational and technical facilities)

Individuals in 10-50 year age brackets think that the technical facilities in the schools are either unsatisfactory or very satisfactory. 23.4%* satisfied and 23.7%* are unsatisfied.

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* Please refer to "First Report To the Committees and Subcommittees of the Penticton Profile Study from the U.B.C. Consultants" for percentages marked with *.

4. Column 164 (question 83, income) vs. Column 14 (question 9, job training)

   A slight tendency for individuals of higher income brackets to prefer job training to general education in the schools.

5. Column 163 (question 82, occupational skills) vs. Column 14 (job training)

   More respondents (42%)* evenly distributed in all occupational categories opted for both training for jobs and general education.

6. Column 156 (question 75, age) vs. Column 17 (question 11B, adult education and continuing education)

   Most individuals of all age brackets think that the adult education program is either very satisfactory or satisfactory. 44%* of total respondents were satisfied and 9%* were very satisfied.

7. Column 163 (question 82, occupational skills) vs. Column 17 (question 11B, adult and continuing education)

   Satisfaction with adult and continuing education does not vary significantly in terms of respondent's occupational skills. Even distribution manifested.

8. Column 156 (question 75, age) vs. Column 20 (question 12C, education on married life and child rearing)

   70%* of all age brackets favour education in schools on married life and child rearing.

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* Please refer to "First Report to the Committees and Subcommittees of the Penticton Profile Study from the U.B.C. Consultants" for percentages marked with *.

9. Column 156 (question 75, age) vs. Column 18 (question 12A, sex education)

   Approximately 62-75% of all age brackets favour sex education in schools, with those under age 25 being most favourable.

10. Column 15 (question 75, age) vs. Column 23 (question 12F, town planning)

    50-60% of individuals in all age brackets favour town planning and environmental studies education in schools with most support from over age 20 group.

11. Column 156 (question 75, age) vs. Column 27 (question 13D, swimming pool)

    Approximately 50-60% of the 10-50 year olds support the idea of a swimming pool while 86% of the under 20 year olds like the idea and only 31% of the over 65 year olds like it.

12. Column 163 (question 82, occupational skills) vs. Column 27 (question 13D, swimming pool)

    51%* of the respondents were in favour of a swimming pool. Those for and against were evenly distributed throughout all levels of occupational skills.

13. Column 164 (question 83, income) vs. Column 27 (question 13D, swimming pool)

    Support for pool ranges from 44% for low income categories to 56% for high income categories.

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* Please refer to "First Report to the Committees and Subcommittees of the Penticton Profile Study from the U.B.C. Consultants" for percentages shown with *.

14. Column 159 (question 78, own or rent home) vs. Column 27 (question 13D, swimming pool)

    47% of the home owners support the idea of the pool, all other categories are also greatly in favour.

15. Column 156 (question 75, age) vs. Column 29 (question 15, public relations)

    65-70% of the under 20s think that public relations between the schools and the community are inadequate.

16. Column 163 (question 82, occupational skills) vs. Column 29 (question 15, public relations)

    Nothing significant revealed by this cross tabulation.

17. Column 156 (question 75, age) vs. Column 31 (question 17, school facilities)

    60-75 age) vs. Column 31 (question 17 school facilities) made available to outside community groups.

18. Column 163 (question 82, occupational skills) vs. Column 31 (question 17, school facilities)

    65-80% of individuals in all occupational categories think that the school facilities should be made available to outside community groups.

19. Column 156 (question 75, age) vs. Column 32 (question 18, regional college)

    Over 70% of all individuals below 50 years want a Regional College near Penticton, and over 60% of over 50 year olds want the same.

20. Column 163 (question 82, occupational skills) vs. Column 32 (question 18, regional college)

Over 70% support for Regional College near Penticton from individuals of all occupational categories.

21. Column 159 (question 78, own or rent home) vs. Column 32 (question 18, regional college)

Over 70% of those who either own or rent homes support the idea of a Regional College near Penticton.

22. Column 163 (question 82, occupational skills) vs. Column 149 (question 73F, kindergarten in school system)

Over 50% individuals in all occupational categories support the idea of including a kindergarten school in the public school system.

23. Column 156 (question 75, age) vs. Column 149 (question 73F, kindergarten in school system)

General support from all individuals in over 20 year old age brackets for kindergarten in public school system.

24. Column 164 (question 83, income) vs. Column 149 (question 73F, kindergarten in public schools system.

Most support for inclusion of kindergarten in Public School system comes from middle income levels.

25. Column 159 (question 78, own or rent homes) vs. Column 149 (question 73F, kindergarten in public school system)

64% home owners and 77% of those renting homes are in favour of including kindergarten in the Public School system.

WELFARE

1. Column 164 (question 83, income) vs. Column 129 (question 67, knowing people not receiving welfare)

No relation between income and knowing people who should be on welfare.

2. Column 156 (question 75, age) vs. Column 129 (question 67, knowing people not receiving welfare)

   There is a strong relation between age and knowing people who should be on welfare, with the under 20's being significantly larger and the under 25's being about half as large but still higher than the older respondents - probably reflects different social conscience of the young.

3. Column 156 (question 75, age) vs. Column 130 (question 68, reasons not on welfare)

   The same age relations as above - but "don't know reason" predominates.

   Note: All questions dealing with satisfaction with service refer only to those who have used them.

4. Column 156 (question 75, age) vs. Column 133 (question 70A, pension rating)

   Elderly seem more satisfied than the young.

5. Column 163 (question 82, occupational skills) vs. Column 133 (question 70A, pension rating)

   No relation indicated.

6. Column 164 (question 83, income) vs. Column 133 (question 70A, pension rating)

   Lower income groups considerably more satisfied than higher income groups.

7. Column 156 (question 75, age) vs. Column 135 (question 70B, financial help)

   No relation indicated.

8. Column 163 (question 82, occupational skills) vs. Column 135 (question 70B, financial help)

   No relation indicated.

9. Column 164 (question 83, income) vs. Column 135 (question 70B, financial help)

   No relation indicated.

10. Column 156 (question 75, age) vs. Column 137 (question 70C, child protection)

    No relation indicated.

11. Column 163 (question 82, occupational skills) vs. Column 137 (question 70C, child protection)

    No relation indicated.

12. Column 164 (question 83, income) vs. Column 137 (question 70C, child protection)

    No relation indicated.

13. Column 156 (question 75, age) vs. Column 139 (question 70D, child care)

    No relation indicated.

14. Column 163 (question 82, occupational skills) vs. Column 139 (question 70D, child care)

    No relation indicated.

15. Column 164 (question 83,income) vs. Column 139 (question 70D, child care)

    No relationship indicated.

16. Column 156 (question 75, age) vs. Column 141 (question 70E, family counselling)

    No relationship indicated.

17. Column 163 (question 82, occupational skills) vs. Column 141 (question 70E, family counselling)

    Apparently, lower occupational levels are more satisfied, but sample is small and should be viewed with caution.

18. Column 164 (question 83, income) vs. Column 141 (question 70E, family counselling)

    No relation indicated.

19. Column 156 (question 75, age) vs. Column 142 (question 71, aid support)

    Slightly more in favour of increased aid support.

20. Column 164 (question 83, income) vs. Column 142 (question 71, aid support)

    No relation indicated.

21. Column 163 (question 82, occupational skills) vs. Column 142 (question 71, aid support)

    No relation indicated.

22. Column 81 (Category for those who used welfare service) vs. Column 142 (question 71, aid support)

    Those who have used services, slightly more in favour of increase, about 5%.

23. Column 156 (question 75, age) vs. Column 143 (question 72, to report neglected children)

    Young and old have a smaller tendency to report neglected children, but at smallest, 70% would still do so.

24. Column 164 (question 83, income) vs. Column 143 (question 72, to report neglected children)

    Smaller incomes have slightly less tendency to report neglected children.

25. Column 163 (question 82, occupational skills) vs. Column 143 (question 72, to report neglected children)

No relation indicated.

26. Column 136 (question 70C, child protection service used) vs. Column 143 (report neglected children)

Column 138 (question 70D, child care) vs. Column 143 (report neglected children)

Also Column 81 (category for those who used welfare service) vs. Column 143 (report neglected children)

Having used protection service, child care service or any other welfare service makes no difference on willingness to report neglected children.

27. Column 156 (question 75, age) vs. Column 154 (question 74A, use of day care center)

Quite predominantly the 21-40 year olds were much higher - as they are the group that has the young children.

28. Column 164 (question 83, income) vs. Column 154 (question 74A, use of day care centre)

The 4-10 thousand income groups are higher, indication that cost is seen as an important factor.

29. Column 163 (question 82, occupational skills) vs. Column 154 (question 74A, use of day care centre)

Lower occupational levels have higher tendency to use center.

30. Column 156 (question 75, age) vs. Column 155 (question 74B, chronic care)

Strong relationship indicated. Older much higher than younger, not surprising.

31. Column 164 (question 83, income) vs. Column 155 (question 74B, chronic care)

    Strong relation indicated. Lower incomes much higher in willingness to use. 63% down to 30% for highest income.

32. Column 163 (question 82, occupational skills) vs. Column 155 (question 74B, chronic care)

    No relation indicated.

33. Column 156 (question 75, age) vs. Column 73 (question 43, probation service)

    Younger, i.e., those under 25 years of age, much more satisfied than those over 25.

34. Column 164 (question 83, income) vs. Column 73 (question 43, probation service)

    Higher incomes more satisfied than lower incomes.

35. Column 156 (question 75, age) vs. Colum 37 (question 23, low cost public housing)

    Definite relation between age and desire for low cost public housing. Younger much more in favour.

36. Column 163 (question 82, occupational skills) vs. Column 37 (question 23, low cost public housing)

    Lower occupation levels more in favour.

37. Column 164 (question 83, income) vs. Column 37 (question 23, low cost public housing)

    Income makes a strong difference. Higher income group much less in favour.

38. Column 156 (question 75, age) vs. Column 81 (welfare service users)
    Column 163 (question 82, occupational skills) vs. Column 81, (welfare service users)

Column 164 (question 83, income) vs. Column 81 (welfare service users)

Column 164 (question 83, income) vs. Column 132 (question 70A, pensions)

Column 164 (question 83, income) vs. Column 136 (question 70C, child protection)

Column 164 (question 83, income) vs. Column 138 (question 70D, child care)

Column 164 (question 83, income) vs. Column 140 (question 70E, family counselling)

The above cross tabulations were employed to determine who were the predominant users of welfare service. These showed quite distinctly and quite conclusively that lower income groups used the services at a higher rate, (34% difference) than the higher income groups and that they also absorbed a higher percentage of the total effort of the Welfare Department (23% difference). These showed quite consistently except in the child care and protection section where the service was more evenly distributed. In total the tables indicate that the Welfare Department escapes the charge that their service goes predominantly to the middle income groups rather than to the intended needy.

One other interesting feature showed up was that age made a great difference with the young using service at a far higher rate than the older. This might indicate that the stigma attached to welfare in the past is wearing down.

Public Health

1. Column 156 (question 75, age) vs. Column 71 (question 44, care of retired people)

   Greater proportion of those respondents who are over 40 years of age felt that retired people are adequately cared for. In contrast, those who expressed concern for the care of retired people, i.e., that health care was indadequate, came from respondents in the 16-25 age categories.

2. Column 163 (question 82, occupational skills) vs. Column 71 (question 44, care of retired people)

   Even distribution (40%-50%) throughout occupational categories felt that retired people were adequately cared for. 14% in the semi-skilled category felt that the retired were very well cared for.

3. Column 164 (question 83, income) vs. Column 71 (question 44, care of retired people)

   Data does not reveal any significant differences in opinion concerning the adequacy/inadequacy issue with regard to the respondent's income distribution. Respondents evenly balanced throughout all income categories. Note, however, that 6% of the respondents who fell in the income category of making less than $4,000 felt that the care of retired people to be inadequate.

4. Column 156 (question 75, age) vs. Column 112 (question 62, access to doctor and health service)

   With respect to the accessibility of individuals to a doctor or available health service, 87% of the respondents expressed

easy access. Over 90% of those respondents over 40 years of age axpressed great accessibility to doctors and health services.

5. Column 163 (question 82, occupational skills) vs. Column 112 (question 62, access to a doctor and health service)
Column 164 (question 83, income) vs. Column 112 (question 62, access to doctor, etc.)

High proportion of respondents had easy access to doctor and medical services, regardless of occupational or income level.

Note: Care must be taken in interpreting this data because of fair proportion of respondents under 20 years of age failed to answer the question concerning the matter of accessibility.

6. Column 156 (question 75, age) vs. Column 113 (question 64, medical and dental service)
Column 163 (question 82, occupational skills) vs. Column 113 (question 64, medical and dental service)
Column 164 (question 83, income) vs. Column 113 (question 64, medical and dental service)

The question whether one can afford the necessary medical and dental services produced answers from which one cannot hastily generalize. 68.1%* of the respondents stated that they could afford them whereas 25.4%* stated they could not. It is this

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* Please refer to "First Report to the Committees and Subcommittees of the Penticton Profile Study from the U.B.C. Consultants" for percentages shown with *.

latter 25% of the respondents that requires further study in detail. Those respondents who replied that they could not afford medical and dental services were well distributed throughout the overall age categories. However, more respondents in the under 40 categories slightly exceeded those in the over 50 category. Those in the under 40 years of age category, in this case, largely consisted of unskilled and low income respondents as might be expected.

7. Column 156 (question 75, age) vs. Column 116 (question 66A home visits)

Column 163 (question 82, occupational skills) vs. Column 116 (question 66A home visits)

Column 164 (question 83, income) vs. Column 116 (question 66A, home visits)

The various public health services were rated by the respondents in such a variety of ways that it requires a very careful analysis of the data. Of the total respondents, only 6.8%* made use of the public health service of home visits to mothers and babies. A huge 69.9%* indicated that they did not make use of this type of service. Those who made use of the service were satisfied with the service provided. If we look at the "Don't Know" or "No Response" categories, there is some indication that either the respondents just don't care or

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perhaps not even aware of the home visit service provided by the health service. If the latter is the case, it obviously requires a more extensive PR campaign by the public health authorities aimed at all sectors of the society, especially the unskilled and low income eectors. Note that a very high proportion of the respondents who indicated that they made themselves available to the home visits service were single and married respondents.

8. Column 157 (question 76, marital status) vs. Column 116 (question 66A, home visits)

   52% of single respondents were satisfied.

   37% of married respondents were satisfied but 54.8% of married respondents were very satisfied.

9. Column 156 (question 75, age) vs. Column 118 (question 66B, pre-natal classes)

   16 to 40 age groups were obvisouly the age groups to be mostly satisfied with pre-natal classes.

   Note: only 3.1%* of the respondents indicated that they made use of this service. 71%* indicated that they did not make any use of the service.

10. Column 163 (question 82, occupational skills) vs. Column 118 (question 66B)

    Column 164 (question 83, income) vs. Column 118 (question 66B)

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Of those respondents who attended the pre-natal classes, a high proportion expressed satisfaction with the classes given. These respondents were equally distributed among the various occupational and income categories.

11. Column 157 (question 76, marital status) vs. column 118 (question 66B, pre-natal classes)

Both single and married respondents found pre-natal classes satisfactory.

53% of married respondents found these classes very satisfactory.

12. Column 156 (question 75, age) vs. Column 120, question 66C, health counselling)

Column 163 (question 82, occupational skills) vs. Column 120 (question 66C, health counselling)

Column 164 (question 83, income) vs. Column 120 (question 66C, health counselling)

Column 157 (question 76, marital status) vs. Column 120 (question 66C, health counselling)

Health counselling for pre-school children was taken advantage by only 10.4%* of the respondents and a majority of 68% did not make use of the counselling service. Again, those making use of the counselling service for pre-school children fall in the 26 to 50 age categories as can be expected. Both married and single respondents expressed satisfaction with the counselling

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service. In contrast to the health counselling for pre-school children, 34%* of the respondents made use of the school health service. The age categories of the respondents were quite evenly distributed and the majority of respondents expressed satisfaction. Those who found the service very poor fell in the 16 to 25 age category. (see data tabulations that follow below)

13. Column 156 (question 75, age) vs. Column 122 (question 66D, school health service)

    Those in the 31 to 40, and 41 to 50 age categories, responded most frequently as not using school health service. (63% and 69% respectively)

14. Column 163 (question 82, occupational skills) vs. Column 122 (question 66D)

    Column 164 (question 76, marital status) vs. Column 122,question 66D, school health service)

    No relationship between occupation and school health service. Even distribution throughout for all levels of income and marital status.

15. Column 156 (question 75, age) vs. Column 124 (question 66E, nursing care)

    Column 163 (question 82, occupational skills) vs. Column 124 (question 66E)

    Column 164 (question 83, income) vs. Column 124 (question 66E)

    Column 157 (question 76, marital status) vs. Column 124 (question 66E)

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Also the following:

Column 156 vs Column 126 (question 66F, public health)

Column 163 vs.Column 126 (question 66F, public health)

Column 164 vs Column 126 (question 66F, public health)

Column 157 vs Column 126 (question 66F, public health)

Column 156 vs Column 128 (question 66G, mental health)

Column 163 vs Column 128 (question 66G, mental health)

Column 164 vs Column 128 (question 66G, mental health)

Column 157 vs Column 128 (question 66G, mental health)

If we summarize the preceding results by lumping together all those respondents who indicated use of public health services such as home visits to mothers and new babies, pre-natal classes, health counselling for pre-school children, school health service, nursing care in home, public health inspection service, and mental health counselling service, we will find that the respondents in the age categories up to 50 years of age make more use of the given health services than those respondents in the over 50 categories. In these latter categories, i.e., age 51 to 65, and age over 65, we find that respectively 78% and 87% of the respondents do not use the health services listed above which is a very high proportion of the total number of respondents. Before becoming alarmed at this finding, we must note the type of health service asked in the questionnaire. Quite obviously, older people will have less use for such services as pre-natal classes and school counselling. The user/non-user of health services are evenly distributed in all occupational categories, however, with respect to income distribution, 70% of the respondents in the low income bracket, i.e. those earning less than $4,000 annually, indicated nil use of the health services noted above.

16. Column 164 (question 83, income) vs. Column 115 (question 66A, home visits)

About 70% of all income levels made no use of this service.

17. Column 164 (question 83, income) vs. Column 117 (question 66B, pre-natal)

64% to 81% of all income levels did not make use of this service.

18. Column 164 (question 83, income) vs. Column 119 (question 66C health counselling)

70.7% to 81% of all income levels did not make use of this service.

19. Column 164 (question 83, income) vs. Column 121 (question 66D, School health)

nil definite trend indicated.

20. Column 164 (question 83, income) vs. Column 123 (question 66E, nursning care)

71% to 81% of all income levels did not make use of this service.

21. Column 164 (question 83, income) vs. Column 125 (question 66F, public health)

67% to 76% of all income levels did not make use of this service.

22. Column 164 (question 83, income) vs. Column 127 (question 66G, mental health)

73% to 86% of all income levels did not make use of this service.

23. Column 156 (question 75, age) vs. Column 144 (question 73, community services)

Column 157 (question 76, marital status) vs. Column 144 question 73, community services)

Column 163 (question 82, occupational skills) vs. Column 144 (question 73)

Column 164 (question 83, income) vs. Column 144 (question 73)

A very high proportion, about 70% to 80% of the respondents regardless of the age distribution, skill and labour, marital status, or income, are in favour of having a family planning clinic and counselling center. Approximately 5% felt it undesirable and this negative response was evenly distributed throughout the various categorical divisions. The remaining 10% to 15% of the respondents generally did not care or failed to answer.

24. Column 156 (question 75, age) vs. Column 145 (question 73B, mental health)

Column 157 (question 76, marital status) vs. Column 145 (question 73B, mental health)

Column 163 (question 82, occupational skills) vs. Column 145 (question 73B)

Column 164 (question 83, income) vs. Column 145 (question 73B)

Also:

Column 156 vs. Column 146 (question 73C, nursing home)

Column 157 vs. Column 146 (question 73C, nursing home)

Column 163 vs. Column 146 (question 73C, nursing home)

Column 164 vs. Column 146 (question 73C, nursing home)

Also:

Column 156 vs. Column 147 (question 73D, clinic)

Column 157 vs. Column 147 (question 73D, clinic)

Column 163 vs. Column 147 (question 73D, clinic)

Column 164 vs. Column 147 (question 73D, clinic)

Also:

Column 156 vs. Column 148 (question 73E, dental care)

Column 157 vs. Column 148 (question 73E, dental care)

Column 163 vs. Column 148 (question 73E, dental care)

Column 164 vs. Column 148 (question 73E, dental care)

Findings similar to 23 above can be reported for the desirability of having mental health centers, nursing homes, and clinic for older people. Provision of dental services was felt to be undesirable by 12-15% of the respondents in the under 20 age category and also by 14-18% of the over 50 years of age categories. The others felt dental services to be desirable and these positive responses were evenly spread throughout the income, age and occupational spectrums.

25. Column 156 vs. Column 149 (question 73F, kindergarten)

Column 157 vs. Column 149 (question 73F, kindergarten)

Column 163 vs. Column 149 (question 73F, kindergarten)

Column 164 vs. Column 149 (question 73F, kindergarten)

Kindergarten in the public school system was opposed by a range of 9% to 21% of the respondents from the various age, marital status, labour, and various income categories.

26. Column 156 vs. Column 150 (question 73G, fluoridation)

Column 157 vs. Column 150 (question 73G, fluoridation)

Column 163 vs. Column 150 (question 73G, fluoridation)

Column 164 vs. Column 150 (question 73G, fluoridation)

Similarly, fluoridation was considered undesirable to a great number of respondents, about 9% of the under 20 age groups and about 26% of the over 65 age group. A huge 67% of the married respondents felt that fluoridation was undesirable. This undesirability of fluoridation was also reflected by 16% of the respondents from the professional and managerial categories.

27. Column 156 vs. Column 151 (question 73H, youth hostel)
Column 157 vs. Column 151 " " " "
Column 163 vs. Column 151 " " " "
Column 164 vs. Column 151 " " " "

Also:

Column 156 vs. Column 152 (question 73I, migrant workers)
Column 157 vs. Column 152 " " " "
Column 163 vs. Column 152 " " " "
Column 164 vs. Column 152 " " " "

Also:

Column 156 vs. Column 153 (question 73J, hostels for transients)
Column 157 vs. Column 153 " " " " "
Column 163 vs. Column 153 " " " " "
Column 164 vs. Column 153 " " " " "

Perhaps the most number of negative responses indicating the undesirability of providing youth hostels, accommodation for migrant workers, and hostels for transients is provided by the answers given to the above noted question. Cross tabulation revealed that the provision of these facilities were mostly opposed by the respondents in the over 50 year of age, married

categories and by respondents of the professional, managerial and proprietary classes.

RECREATION

1. Column 156 (question 75, age) vs. Column 9 (question 4, plan to move)

    1. Most (71%)* of respondents do not plan to move from Penticton in the near future.
    2. More young respondents are likely to plan to move from Penticton in the near future.

       Example: 10 - 20 yr. olds: 59% plan to move
       21 - 40 yr. olds: 20% plan to move
       over 40: 8% plan to move

2. Column 8 (question 3, future in the city) vs. Column 9 (question 4, plan to move)

    1. About ½ (55%)* of the respondents feel that there is a future for them in Penticton.
    2. Most (90%) of the respondents who feel there is a future for them in Penticton plan to stay.
    3. About ½ (53%) of the respondents who feel that there is no future for them in Penticton are planning to move or would like to move.

The following examines the relationship between age and the respondent's opinion regarding use of various facilities and adequacy of these facilities for youth.

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3. Column 156 (question 75, age) vs. Column 24 (question 13A, arts and crafts)

   1. Most (87%)* of the respondents feel that schools should have arts and crafts facilities.

   2. There is no difference in this opinion with respect to the respondent's age.

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As can be seen from the above report, the bivariate tabulation on even this limited range of questions showed some interesting differences in response to certain questions as between different age, income and occupational categories. Some of the differences are fairly easy to explain, while others would require further research in order to reach valid conclusions or explanations. For example, the vast difference in response between persons aged 10-20 and those aged 31-65 to the question "Do you think you have a future in Penticton" is perfectly understandable as an accurate reflection of economic reality in Penticton.

But some of the other differences in response are not quite so easy to explain. For example, on the question of size of classes or teacher-student ratio, young people registered greater satisfaction than did their parents. This can obviously be interpreted by some as approval of the status quo in education, at least in terms of this factor. Others might see this relative approval (54%) as evidence of widespread alienation in the school system. But both interpretations leave unexplained the fact that parents showed more dissatisfaction with the teacher-student ratio than did their children.

Again, the bivariate tabulation of age versus health care of retired people in Penticton reveals that a far greater proportion of those respondents who are over forty years of age and in the skilled, technical, and professional occupations felt that retired people are adequately cared for. In vivid contrast, those who expressed concern for the care of retired people, i.e., those who felt that health care was inadequate, came from respondents in the 16 to 25 age categories and also from those respondents in the semi-skilled and unskilled

labour occupations. This seems to suggest that the younger people tend to view those facilities provided at present for the retired people to be inadequate and that improvement should be made without taking into account the fact that a greater proportion of respondents in the over fifty age category are quite satisfied with present conditions. The data did not reveal any significant differences in opinion concerning the adequacy/inadequacy issue with regard to the respondent's income distribution. Those respondents expressing satisfaction with the care of retired people were evenly balanced throughout the income categories. In other words, regardless of the income category, 41% of all respondents felt that the care of retired people was adequate. However, 6% of the respondents who fell in the income category of making less than $4,000 annually, felt the care of retired people to be inadequate. One can explain the greater concern for the welfare of the aged amongst young persons as stemming from a different social conscience. Or alternatively, one can posit some kind of identification between the young and old, with both generations in conflict with the middle generation (the parents). On the basis of the evidence provided by the survey, it would seem that the first hypothesis is more likely. It correlates with other findings in the survey, e.g. the fact that people under 25 were twice as likely as persons older to know of persons who should be receiving welfare or pension assistance. What is demonstrated in the bivariate tabulation is the need for follow-up research on these and other items.

Another finding coming out of this report was the fact that 70% of the respondents in the low income brackets, i.e. those earning less than

$4,000 annually, indicated nil use of the wide range of public health services available in the community. What is more, the report showed that those in this income group who did make use of public health services showed the greatest dissatisfaction with these services. This was most markedly true in the case of persons whose annual earnings were less than $2,000. This type of finding provides an obvious springboard for community action, not excluding further research.

Perhaps the most significant aspect of the bivariate tabulation report was the fact that it provided clear-cut evidence of consensus and/or differences between different segments of the community. This is, of course, true of almost all surveys. But the survey conducted by experts on behalf of some authority or power group depends entirely on the goodwill or good sense of the sponsoring organization for any follow-up action which may ensue. More often than not, especially if the findings present any threat to power groups or vested interests, the survey is simply filed and put on a shelf to gather dust and be forgotten. The self-survey, integrated into an action research approach, was intended to supply information which could be used to initiate or legitimize community change. It was planned as merely one phase of a total process, albeit a crucial phase because of its power to involve large numbers of people in the process. In turn, the large-scale involvement of citizens also provided insurance that the results of the survey could not be simply shelved and forgotten.

The Organization of Study Groups following the survey was an important phase of the follow-up process which would lead hopefully to meaningful action for change in the community. Reference has been made above to the different degrees of effectiveness achieved by these groups in carrying out their tasks. The major problem here was the

time factor. The bivariate tabulation report got back to the Study Groups around mid-May, 1970, which left them with very little time to work out their conclusions and recommendations. In a couple of cases, the choice of personnel for the Study Groups by the Steering Committee was not the best, particularly in their choice of chairmen. It is interesting to note that the least effective of our Study Groups were those headed by an alderman and a member of the School Board. Had there been more time, it might have been possible to replace inactive or ineffective chairmen and reconstitute the Study Groups in question. As it was, the Community Conference which was to hear the reports and recommendations of the Study Groups was scheduled for June 10, and this left little room for manoeuvre or even for the necessary spade work that remained to be done. It was our hope that the Community Conference would react to some of the inadequacies and help fill in any apparent gaps. Study Guides were supplied to the groups by the consultant as an aid to their deliberations. (See Appendix B)

On the other hand, the subject matter being dealt with by the Study Groups was hardly new to any of their participants, since the survey had called attention to them and there had been a great deal of informal discussion and debate in the community already about all the contentious issues. On the whole, despite some lapses, the Study Groups did a fairly creditable job of summarizing the issues and formulating credible recommendations for dealing with them. The recommedations from the Study Groups were as follows:

Education Study Group recommended

1. That a further comprehensive, in-depth study of the education

system in Penticton be undertaken (under the aegis of the Adult Education Division of the School Board) to study educational needs and resources and facilities, with special attention to the question of instituting programs on Family Living, Sex Education, Community Planning, Pollution, Consumer Education and Citizenship Training.

2. That this study be undertaken under the aegis of the Adult Education of the School Board by a committee which includes students and recent graduates as well as parents and teachers.
3. That schools be encouraged to improve and extend facilities for all phases of the arts (from the Recreation Study Group).

Recreation Study Group recommended

1. That a public recreation program be established for the entire community.
2. That a Recreation Commission be re-established by the City Council to operate autonomously within its frame of reference, with representation from interested community organizations and from young people.
3. That City Council appoint a full-time Recreation Director to develop a program of public recreation under the guidance of the Recreation Commission.
4. That an indoor public swimming pool be built by the city of Penticton.
5. That the facilities of Memorial Arena be enlarged and that stage and performance facilities of Penticton Secondary School, Peach Bowl and the Community Arts Centre be improved.
6. That City Council take responsibility for establishing a Youth Centre or Drop-in Centre.
7. That more suitable and safe facilities for art exhibits be provided.

Health and Social Services Study Group recommended

This committee in fact divided into two committees, one concerned with the whole range of health and social services in the community, and the other group concerned about immediate acute issues such as the problem of drugs and alcohol. Both sets of recommendations follow:

1. That a first-aid twenty-four hour telephone service be established immediately to assist persons with drug problems requiring help, advice, or referral. This "crisis line" would be manned by young people, with qualified professionals on call.
2. That a drop-in centre be established where young people could obtain advice in a relaxed recreation atmosphere.
3. That a committee of interested persons and agencies such as the Family Court, Human Resources Centre, P.D.H.W.A., etc., be established to work out a comprehensive co-ordinated program of education, prevention and treatment to deal with the problem of drug and alcohol abuse.
4. That a Community Social Action Committee be established to research social needs, help establish new agencies as required, and to mobilize and co-ordinate community resources.
5. That further study be undertaken to investigate the need for Day Care facilities and programs in Penticton.
6. That a brief be submitted to the Provincial Government recommending that dental care and prescription drugs be included in the B.C. Medical Plan, within certain limits.
7. That separate facilities for intermediate health care be established to relieve the pressure on acute hospital care facilities.
8. That public health services be expanded to include preventive-type programs to be carried out in co-operation with Big Brothers, Big

Sisters, Day Care Centres, Parents without Partners, etc., in the field of family counselling.

9. That an extensive program of publicity and education be undertaken, by groups such as the Penticton & District Health and Welfare Association, to help make the community more aware of the range of health services available in the community.

Pollution Study Group recommended

1. That a campaign be undertaken to convince the public of the need for biodegradable containers.
2. That segregation of different types of garbage be required so that reclamation and recycling can be made feasible.
3. That the City Council enact an anti-smoke by-law, with fines for the disposal of excessive amounts, and provision for monitoring, as well as complete elimination of backyard burning.
4. That the community-wide collection and disposal of pesticides be continued and more publicity and information be provided about this program.
5. That tighter controls be instituted by the City of Penticton and the Regional District to deal with the problem of sewage disposal in Lake Skaha and Okanagan Lake.
6. That a program of environmental education be part of the school curricula.

Municipal Services Study Group

This group did not really materialize and its chairman reported briefly that it had nothing to recommend. However, there were several recommendations about municipal services which were submitted by other study groups, including the following:

1. That the expansion and improvement of city parks (including mini-parks) be undertaken, with special attention to the needs of the elderly.
2. That a program of beautification of the industrial area be undertaken.
3. That the Community Arts Council be invited to appoint a representative to the city's Advisory Planning Commission.

The next step in our follow-up plan was the organization of a community conference on as widely representative a basis as possible to consider the recommendations proposed by the Study Groups. The purpose of this conference was to assign priorities to those recommendations which were considered to be most important in their community context, and most strategic from the point of view of actual implementation. If substantial agreement could be obtained, a Follow-up Committee would be appointed to take responsibility for working out the tactics for actual implementation.

In preparation for the conference, all voluntary organizations were contacted and asked to send representatives, as were the various civic and provincial agencies. In addition, strong efforts were made to attract the large corps of colunteers who had worked on the survey as well as people from the community-at-large. This was done by direct correspondence, press releases and through person-to-person contact. The use of the facilities of Penticton Secondary School was arranged, and the consent of Mayor Stuart to act as the Conference Chairman was received. The conference, held on June 11, 1970, attracted over 150 persons, of whom about 50% were citizens attending as interested individuals Of these, more than half were roughly in the 16-30 age

range. Participants included a very diverse group of citizens, including old-age pensioners, high-school students, teachers, etc., plus representatives of local government, provincial departments, voluntary organizations and social agencies.

Procedure for the conference was fairly simple and straightforward. Two sessions, an afternoon and an evening, were scheduled, and arrangements were made for supper to be served on the spot, so that afternoon participants would be encouraged to stay for the evening session. In the words of the conference agenda, the two sessions were listed as a) Afternoon session: Workshops for discussion of Study Group reports, and b) Evening Session: General meeting to hear recommendations from the Workshops. No attempt was made to assign individuals to Workshop groups. Rather, following a brief plenary session in which the writer explained the purposes and procedures of the conference, participants were left free to join the workshop group of their choice. Since the workshops were held concurrently due to time limitations, this occasioned some difficulties in selection of workshops for some of the participants, but it was pointed out that there would be an opportunity for more discussion when the Workshop leaders reported to the evening general session.

For the most part, the Workshop groups were able to reach a con-eensus fairly easily on the recommendations before them and found no undue difficulty in assigning priorities to these recommendations. There was some sharp opposition of views and attitudes in the workshop group which discussed recommendations for dealing with drug and alcohol abuse. In the main these differences followed generational lines, but a compromise position emerged which seemed to reconcile

these differences. The young people proved willing to consider drug use as a serious problem meriting some action, provided that the term "abuse" rather than "use" were used, and provided that alcohol abuse was included in the framework of conern. Agreement was reached on an approach which stressed prevention, education and emergency treatment rather than punitive action. Much of the discussion in all of the groups focussed not only on the relative importance of recommendations, but also on the relative feasibility of their implementation.

The same emphasis on practicality was carried through into the evening plenary session. But here, the fact that Mayor Stuart occupied the chair seemed to impart a somewhat special character to the discussion throughout the evening. For the most part, the participants handled the recommendations from the workshops with dispatch, and agreement was easily reached on the major recommendations. However, there were two areas of discussion which rapidly developed into full-scale confrontations between the mayor and those participants who were critical of the action or inaction of the City Council on these issues.

The first area of confrontation centred on the question of control of pollution. A number of persons were sharply critical of the lack of decisive action by the City Council to protect their environment. In particular, they felt that their council had hedged in dealing with the problem of smoke and fly-ash emission from beehive burners at the local sawmills. The critics were undoubtedly strengthened in their position by the overwhelming approval registered in the survey for stricter measures of control. The Mayor, in turn, defended his "stewardship" vigorously and was able to successfully defuse the opposition by demonstrating how much more had been done on pollution control

by Penticton than by other comparable communities.

The second area of confrontation focussed on facilities and services for young people in Penticton. Here again, the survey provided major support for the arguments of young people at the conference. It was indeed obvious from the survey results that adults as well as young people felt that the recreation facilities and services for young people were considered to be far from adequate by a majority of citizens. This recognition of the need for recreation or enrichment-type facilities was clearly expressed in survey responses at several points. For example, in Question 31, in which respondents were asked about the adequacy of recreational facilities for different age groups, it was only in the case of facilities for "youth" that a majority felt that there was inadequacy. Question 32 recorded approval for the expansion of recreation facilities in Penticton, and Question 33 showed majority approval for the appointment of a full-time Recreation Director. Similarly, responses to Question 13 showed overwhelming support for enrichment-type facilities like arts and crafts workshops, technical shops, science laboratories and sports facilities and there was even a slim majority for the idea of an indoor swimming pool, despite its implications for the local mill-rate. One can fairly surmise a high degree of concern on the part of Penticton parents who witness the steady drain of young people out of the community, and who are ready to support proposals which will make Penticton a more attractive environment for their teen-age children.

Much of this concern was reflected in the discussion at the Community Conference, and the fact that Mayor Stuart was the session

chairman made the criticism all the sharper. As head of local government, he was an obvious target for persons critical of the performance of the city council in providing recreation services for young people. The large group of youthful participants was very vocal and outspoken in its criticism of the failure of the city to help young people acquire the use of proper facilities for dances and social activity; their failure to re-appoint a Recreation Commission to plan and co-ordinate recreational activities; the lack of a full-time Recreation Director, even though provincial government funds were available to pay part of his salary; the failure to act on proposals for an indoor swimming pool to make possible a year-round program. While the debate on these issues was sharp, it was orderly, with Mayor Stuart handling his combined role of conference chairman and mayor in a very cool and able fashion. Actually, this particular discussion took up a major portion of the time for this session. But it did result in a public commitment from the mayor to work for the appointment of a new Recreation Commission which would include representation from young people, and would advise City Council on the recreational needs of the community and plan programs to deal with them.

The conference, in dealing with the recommendations brought to it from the Workshop groups, selected several proposals as deserving of the highest priority for follow-up action by the community. These were as follows:

1. The need for a Drop-in Centre where young people can take major responsibility for directing their own activities.
2. The need for a Crisis Line to provide advice and assistance by telephone on a 24-hour basis for persons in trouble.

3. The re-establishment of a Recreation Commission on a widely representative basis to plan policy for recreational programs and the use of recreational facilities.
4. The need for a full-time Recreation Director to be appointed.
5. The need for effective measures to prevent the further spread of air, water and soil pollution.
6. The need for a comprehensive community program to deal with problems arising out of the abuse of drugs and alcohol.

It was agreed that these six recommendations required immediate follow-up, and that every effort should be made to bring about maximum mobilization of community resources to meet these listed needs. The remaining recommendations were considered to be important, but not of the same order of priority, and it was hoped that various community groups would continue to press for their implementation, and that City Council would give serious consideration to those proposals which were within their jurisdiction.

The final act of the Community Conference was to elect a Continuations Committee, whose job it would be to provide feedback to the general community on the Profile and its recommendations, and to take responsibility for initiating follow-up action in Penticton to implement the recommendations. A committee of five persons was elected to carry the project to fruition, but it was recognized that no effective action could be organized during the ensuing summer months and that it would be wiser to plan for re-mobilization in September. Both the Community Arts Council and the Penticton and District Health and Welfare Association undertook to provide maximum support for the work of the committee. And this brought the project, at least insofar

as the official participation of the writer was concerned, to an end. From this point on, as was explained earlier, further action on the Penticton Profile would be the responsibility of the local committee and the B.C. Voluntary Association for Health and Welfare.

By way of post-script, it can be added that, while the official role of the writer and the Department of Extension, U.B.C., ended with the conclusion of the community conference, their participation in the project was not yet ended. Telephone consultations continued well into the autumn of 1970, and one visit was made to Penticton on the request of the Continuations Committee. In addition, the last remaining funds in the project budget were allocated to help make possible the printing of a full page and a quarter supplement in the Penticton Herald (See Appendix C). This took the form of a complete report to the people of Penticton which included a slightly abridged report of survey results, plus the recommendations for community action, what had been achieved to date, what remained to be done, and an appeal to citizens to participate in further follow-up action.

CHAPTER SIX

Evaluation and Summary

After any discussion of the Penticton Profile, one is inevitably asked, "What happened after the project ended?" or, "What happened to the recommendations?" or, more philosophically, "What effect did this project have on the community and its behaviour?" This is precisely the kind of question one asks oneself in trying to assess the value of one's work over a lengthy period of time in a community. The question is extraordinarily difficult to answer objectively and honestly, and with any degree of certainty. This is due to the fact that even in the smallest communities there are a multitude of factors and relationships at work in every event that occurs. There is no single cause and effect sequence which is sufficient to explain any given change in a community, which means that quantitative approaches can be of only limited value in understanding the dynamics of change in any aggregate of human beings as complex as a community. There is also the problem of the objectivity of the person evaluating the process and its "results" and the almost inevitable vulnerability of the person engaged in action research to a form of wishful thinking which tends to ascribe positive value to his or her efforts.

It is possible, of course, to evaluate the Penticton Profile by using the method adopted by the Profile Continuations Committee in its full-page report to the citizens (see Appendix C). Here, in addition to the full report on citizen attitudes contained in the survey, the committee reported on the recommendations coming out of the study under two main headings, a) a report on what had already been achieved or was being achieved, and b) a listing of recommendations still to be

implemented. Under the heading of achievements are listed the establishment of a Drop-in Centre in the old Armouries building; and the establishment of a Crisis Line operation. The report goes on to list other recommendations which were in process of being implemented, including the re-appointment of a Recreation Commission; consideration by City Council of the appointment of a full-time Recreation Director; pollution control measures including the building of the first tertiary treatment sewage plant in Canada, the banning of garbage burning, and the collection of certain herbicides and insecticides; and the setting up of a local committee to deal with problems of drug and alcohol abuse. All of these items were true as recording of facts, and no attempt was made to embroider them.

However, the report strongly implies that these events took place as a direct consequence (or even as a sole result) of the work of the Penticton Profile, which simply cannot be substantiated. In fact, a fairly convincing case could be argued for the opposite proposition, namely, that the events listed as achievements of the Penticton Profile might have taken place even without the Profile project. For example, a couple of weeks before the project started, a delegation of 75 citizens appeared before the City Council to argue for the re-appointment of the Recreation Commission and the hiring of a full-time Recreation Director. To cite another example, the building of the tertiary-stage sewage treatment plant was already in process during the project period, and was completed not long after the project concluded. In fact, one can show that in the case of every priority recommendation, there was a significant amount of community activity already in process

before our project started. Nor should this be surprising. It is extremely unlikely that any community problem would emerge out of our survey as a major concern unless there were some group or groups already working actively for solutions, which simultaneously were reflecting and creating community awareness of problems to be solved.

In terms of direct outcomes, one can legitimately claim that Penticton Profile had a reinforcing effect in hastening changes which were already in process. As an example of this, one can cite the issue of a Drop-in Centre. This had been a subject of ongoing debate for some time, since young people had been ejected from the Elks Hall where they had held their weekly dances. Plans to set up a new program in the vacant Liquor Control Board building foundered on the rocks of Provincial Government bureaucratic intransigence and City Council indifference. Irritation and disgust among young people continued to mount as the City Council engaged in delaying tactics. The Penticton Profile survey was able to prove that the concern of young people about the lack of proper recreational facilities was shared by a majority of adults in the community, i.e. voters and taxpayers. The project also demonstrated that there existed in the community a cadre of intelligent young people capable of mustering energy to achieve their goals. The project as well provided some new channels of communications between young people and adult leaders of the community. The net result was a reinforcing and facilitating effect on the processes bringing about change in Penticton. This was true in greater or lesser degree in the in the case of the other issues outlined above.

In the case of the recommendations with lesser priority, one can

assume that the same basic factors will be operative in bringing about their implementation. That is, they will be on the agenda for change when the level of awareness of the need for change on the part of the community is high enough to prevent them from being side-tracked or delayed by the decision-makers. But a high level of awareness on the part of a majority or major segment of individuals in the community is not sufficient in itself. Before significant changes can be effected, it seems to be necessary for people to be aware of the nature and extent of consensus that exists in the community regarding any particular issue. People are encouraged to act in behalf of their ideas when they realize that they are part of a consensus, i.e. that there are a large number of people who share their views and perceptions. From another point of view, given the democratic rhetoric surrounding local government, it is difficult for elected councils to defy or ignore indefinitely a clearly-held consensus on local issues. Here again, the reinforcing effect is apparent.

Finally, this action research process can have very important implications for voluntary organizations and community groups seeking to bring about community change. It can provide them with reliable information about the actual degree of support or rejection they can expect from the overall community and its various segments. This can be quite encouraging in its effects on the group's activities, both qualitatively and quantitatively. On the other hand, a survey may reveal paucity of support from the community, and the group in question may be encouraged to re-examine the validity of its policies together with the effectiveness of its strategy and tactics. Bivariate tabula-

tions can help a group to pinpoint the nature and locus of its support or rejection, to reconsider its approaches and tactics, and to refocus its activities in the community. It could conceivably have the opposite effect on any particular group, i.e. discourage it from making any further effort. But, in general, one can state that the information provided by this type of community self-survey can reinforce the efforts of any community group which is seriously committed to change. Perhaps even more important are the opportunities for communication afforded by the Study Group and Community Conference phases of the project. Groups involved in this type of program are brought into communication with individuals and groups with diverse views and ideas about the nature of community needs and priorities, and can be helped to break out of isolation. This not only provides opportunity for learning, but also enhances the possibilities for the forging of alliances between like-minded people.

Another aspect of evaluation involves examination of the strategy, tactics, organization, procedures, timing, role definitions, techniques, etc., which characterized the project operation. These require evaluation, not primarily in terms of over-all community effects, but in relation to the objectives, goals, and assumptions laid down at the beginning of the project. In other words, while one cannot ignore the actual impact of this process on community decision-making, the focus here will be on the process rather than the results.

As will be recalled, Penticton Profile was designed as a tool for bringing about maximum involvement of citizens in action to achieve change based on the needs and perceptions of the community. The major

instrument in this process was the Community Self-Survey, through which it was hoped to simultaneously raise the level of self-awareness of the community, while providing a vehicle for meaningful involvement of a maximum number of citizens in community planning and decision-making. This concept was absolutely central to the whole design and strategy, but it was in turn dependent on the fulfilment of a number of conditions. First, was the requirement that local leadership should come from a group of persons representing every major stratum of the community. This principle of representativeness was important not only in the case of the Steering Committee, but also in all of the operational sub-committees, if the above objective was to be fully achieved. Secondly, it was important from the consultant's point of view to achieve communication with as many persons as possible by means of the survey interviews. Hence the adoption of total coverage as a goal. This process depended for success on the mobilization of a very large number of volunteers having a) a working knowledge of Penticton and its problems, and b) at least a minimal level of skill in interviewing techniques. Thirdly, to be effective, it was crucial to make provision for maximum feedback to the community of information revealed by the survey.

Even a cursory examination of the composition of the Steering Committee shows that it was made up predominantly of middle-class persons, heavily weighted with politicians, professionals and housewives. While its membership was somewhat fluid, at no time did it include more than two or three high-school students, two trade union representatives, and one representative of the Indian reserve. There were no persons on the

committee representing the poor people of Penticton. This is not to say that our nucleus group in the Health and Welfare Association did not make conscientious efforts to involve every segment of the community that they could reach in the leadership of the project. It was simply that the welfare recipients and other poor people were largely outside their world of contact and there were no effective channels through which they could be reached. From what is known of this class, they do not generally participate in formal organizations in membership roles. On the other hand, many may participate in informal programs or may use the facilities of established organizations like the Canadian Legion, pensioners' organizations, Salvation Army, etc.

Actually a number of elderly poor people participated as volunteer interviewers during the survey, but they were simply not represented in policy-making discussions. It should, therefore, have been no surprise to learn that the refusal rate reached 17% in poor areas of the city during the survey. People in this category viewed the survey as an outside imposition which did not serve their interests, and reacted with suspicion, hostility or indifference. When one examines the "major concerns" expressed by the survey, it becomes apparent that the survey was irrelevant to the main concerns of the poor. Their reactions were valid and not at all irrational. Their negative reaction to the survey was based, perhaps on a view of reality which was, in its own way, more objective than that of their better-educated, more affluent fellow-citizens.

Ideally, one would hope that the poor could be part of a project of this kind from the beginning, so that their concerns and priority

needs could be expressed effectively. This would have resulted in a more realistic project which reflected a more complete picture of community needs. But given the limitations of budget and time, it was impossible to build the bridges of communication necessary to bring poor people into meaningful participation. It would be interesting to test the Penticton Profile approach in a community where active poor people's organizations do exist and can be involved in leadership roles, to see whether any substantial increase in poor people's participation can be achieved. One suspects that there would be little change, for the simple reason that organizations of the poor are generally weak in numbers and organization and can be said to represent only a minority of poor persons. Some increased participation might be effected, but one suspects that it would not be a very substantial increase. However, it would be useful to test this hypthesis in a community.

As has been pointed out earlier, our insistence on a goal of total coverage had little to do with any need to gain a more accurate or complete picture of Penticton's attitudes and perceptions. An adequate result, in informational terms, could have been achieved by using a sampling procedure, and at much less cost of time, energy and money. The proposed goal of total coverage met initially a mixed response of trepidation and enthusiasm, but it did not take long for the enthusiasm to prevail. We were then confronted with a massive job of volunteer mobilization, plus the complex task of working out a system for systematic coverage of all households in the community.

The final result of our recruitment campaign - 475 volunteers, went far beyond our actual expectations. The problem now was how to

provide this very large group with sufficient training to enable them to handle interview situations. As was reported earlier, the training program was a very partial success. Almost half of our volunteers received no training or briefing. The sheet of instructions provided for each interviewer supplied basic information and direction, but it was not sufficient for all interviewers. As a result of this weak program, there was a wastage of our returns of over 25%, much of which could have been avoided through proper briefing of our volunteers.

An interesting alternative approach might have been the scheduling of door-to-door interviews in sample areas of the city. This would have required much greater inputs of sociological expertise, particularly in setting up valid sample areas. But it would have made the task of community mobilization, recruitment and training of volunteers, etc., much easier. On the other hand, the effectiveness of the self-survey as a tool for increasing community awareness would be reduced by the fact that fewer citizens would be interviewed. Perhaps even more important would be the reduction in the number of volunteers involved in the project. From our point of view, the volunteer group as a result of their participation and involvement in a process of learning, could become key agents of social change in their community.

Our basic problems were the classic ones of time and money, and these were closely interrelated in their effects on our operation. The lack of adequate financing meant that the consultant was unable to make as many visits to Penticton as were required. The pressure to do things as cheaply as possible forced us to rely on spare-time use of facilities, which occasioned delays in printing, computer calculations,

etc., and we had to continuously postpone agreed-upon deadlines. The delays meant that there were lengthy periods of time in which not much was happening, followed by periods of intense activity in which there was insufficient time to accomplish the tasks before us. This could have possibly been rectified if the consultant had been resident in the community, and had taken advantage of the lulls in activity resulting from delays to initiate programs which would move the project forward. But again, this was simply not possible, given our budget limitations.

On the other hand, it is easy to over-emphasize the problem of finances. Unlimited funds would not necessarily result in a better, more effective project. Money is often used in projects to buy professional services as a substitute for mobilizing community energy, rather than as an aid to doing so. When professional services are engaged to perform tasks which could be handled effectively by volunteers the project loses some of its capacity to generate community involvement, and loses some of its credibility. It was, in fact, this sort of consideration which was at the heart of our opposition to the hiring of a full-time co-ordinator. But pressures of time made it imperative to engage a co-ordinator. The key factor in such a decision should be whether or not a co-ordinator could involve more volunteers meaningfully in the project.

Not least of the problems in implementing our project design was the matter of role definition, both for the consultant and for the local participants. Although the writer went to great pains to clearly delineate his role and to define the nature of his responsibilities as

a consultant during his many meetings and discussions with local committee members, their real lack of acceptance of the limitations of the consultant role, proved to be a source of difficulty throughout the entire project. While committee members expressed approval of the consultant concept and its corollary of community responsibility for decision-making, in practice there was much reluctance on their part to accept leadership responsibility. This reluctance found expression in various ways. It was difficult to get persons to accept leadership positions, particularly on the Steering Committee. There was always the tendency to turn to the consultant for decisions, especially at points of crisis. Advice tendered by the consultant, even though it was often phrased tentatively in a context of alternatives, was sometimes accepted uncritically.

This was not consistently the case, however. Some members of the Steering Committee challenged and questioned ideas and proposals in a vigorous manner, so that major decisions emerged out of fairly thorough discussion. But the writer had to cope throughout the project period with the subtle pressures of expectations, often tacit, but nonetheless real in their effects. It required conscious effort on his part to maintain intact his role of consultant, and there were many lapses on his part, including some that were consciously planned. Included in the latter category was his vigorous advocacy of the idea of door-to-door coverage for the survey, in place of a sampling procedure. This evoked a great deal of discussion, since it involved a very large-scale mobilization of volunteers through a complex organizational structure. For the writer it was vital to his whole concept of the survey serving

a dual function, as a means of gathering vital information plus a means for increasing community awareness. On the other hand, the writer did not entirely agree with the committee's decision to appoint a full-time co-ordinator for the peak period of the survey, but was reluctant to impose his views on the committee in this instance.

When the relationship of the consultant to the local policy makers of the project is probed a little more deeply, it becomes apparent that there was a basic imbalance of power. The key to this imbalance can be located in the financial arrangements. It was a fact that the finances for Penticton Profile were deposited in an account of the Department of Extension with the Accounts Department of The University of British Columbia, and the writer had the sole power for approving expenditures and issuing cheques. Although it was true that all requests from the committee were approved, the mere fact that the power to do so rested with the consultant gave him a position of dominance in project decision-making. No amount of tentative-sounding advice-giving could obscure this basic fact. Just as important was the fact that the framework of objectives and the methodology of the project had been developed by the consultant in advance and "sold" more or less as a package under terms and conditions laid down by the consultant. All of these factors in combination produced a set of power relationships in which the consultant clearly had a disproportionate share of decision-making influence. This was offset to some degree by the fact that the consultant was not on the scene very often, and committee members had to make decisions in his absence.

But it is also true that local people had a much larger share of

decision-making authority than would have been the case in a more traditional type of research effort. The Steering Committee took on complete responsibility for the content of the Questionnaire, while the consultants limited themselves to technical advice. The conduct of the Study Groups and their formulation of recommendations was entirely the responsibility of local citizens, as was the thrashing out of community priorities at the concluding conference. Similarly, the committee responsible for follow-up activity functioned almost completely on their own, without benefit of consultation sessions. The relationship of the consultant to the local leaders of Penticton Profile can be defined as a division of labour, with local people having responsibility for the content of the survey and its conclusions, while the consultant was responsible for the "how to do it" aspects of the Profile. Any inordinate share of power or influence accruing to the consultant stemmed basically from his role as designer of the overall plan, and holder of the purse-strings.

Two alternative models for the division of labour suggest themselves. The most democratic model would see the sociologist as a member of the community adding his expertise to that of others in the mobilization of people for democratic change. Another model might see the sociologist working under the direction of a citizens' committee in the role of employee. When one takes pragmatic considerations into account, there can be little doubt that the model employed in Penticton Profile was the most appropriate given the existing circumstances.

The most serious operational weakness had to do with timing factors. Originally, the writer had felt that nine months would be an ideal

length of time for a project of this type, at least in terms of maintaining momentum and sustaining interest and enthusiasm. Once the project started, it was recognized that the compiling of the questionnaire would take up the summer period (1969) and that nothing else could really be accomplished during that time. We amended our original estimate accordingly, and set April, 1970, as the target date for the Community Conference. This would have allowed almost three months for effective follow-up activity before the onset of the summer doldrums. As it was, the numerous delays forced us to drag the project on until June, 1970, and our Conference was held at a time of the year when public interest was already waning. Given the nature of Penticton, no serious follow-up could be expected to take place during the summer months and, in fact, none did. The Continuations Committee tried to pick up the project follow-up in September, but by this time much of the momentum and enthusiasm had evaporated; some of the most active members left the community; and their activities produced no great impact on the community.

This is not to say that the Penticton Profile failed to produce any impact on the community. On the contrary, as has been pointed out earlier, it had a powerful reinforcing effect in bringing about some needed changes and innovations. Through the process of increasing the awareness of the community, it has set into motion ideas which may produce effects over a long period of time. But the failure to adhere to our deadlines produced a situation in which the Profile lost its ability to mobilize the community for change, even though its leaders continued to work towards the same objectives through their own organ-

izations and in their own spheres of influence. In retrospect, it seems that one of our basic goals - a continuum of research, communication and action - was at least partially frustrated by disruptions of our time schedule.

In general, it can be said that the Penticton Profile demonstrated the potential effectiveness of the Community Self-Survey as an instrument for mobilizing community energy and resources for social change. It also provided an effective means for ascertaining the perceptions of a community about its problems. Our assumption that both of these objectives could be achieved without generating concerted opposition from people in the power structure (at least in the initial stages) proved to be true. In fact, the project elicited fairly strong participation from the Chamber of Commerce and the City Council, who supported it while trying to influence its direction. Penticton Profile was able to generate widespread community support before its anti-status quo implications became apparent. It is our belief that the same basic strategy, with some necessary refinements and modifications could be applied successfully in many other communities.

On the other hand, it is also true that the project did not succeed in involving the poor people of Penticton to any significant degree in its activities, and particularly not in its decision-making. If poor people had been meaningfully involved in trying to make the project responsive to their needs and interests, one suspects that the opposition of the power structure would have come into evidence quite early, probably in direct proportion to the effectiveness of the challenge by

the poor. But our assumption is that the opposition of the ruling elite would be less effective in a situation where some sort of alliance between the poor and the middle-class had been built up in the context of a mass participation-type community project. This is, of course, a hypothesis which requires testing, and one hopes that this approach can be tested in a community which has some poor people's organizations which could be involved in the leadership of this kind of project.

The whole problem of how to get meaningful participation from the poor in community projects requires much more consideration than is possible within the confines of this study. From what has already been said it is obvious that there is no simple answer to the problem. The involvement of poor people's organizations would be a partial answer, since it would bring many more poor people into participation. Perhaps, more and earlier action on the part of the consultant in seeking out contacts among the poor might help to bring about increased participation. But it is doubtful whether such efforts would bring many poor people into the project who would be truly representative of their stratum. One feels that what is really involved in the problem is a kind of paradox. In order to enable poor people to make constructive use of the decision-making machinery of a middle-class society, they must acquire not only a set of skills and knowledge, but also a pattern of attitudes and values acquired by middle-class persons over a lifetime of schooling and training. To the extent that poor people acquire such attitudes and values, they generally abandon their identification with their class. On the other hand, such principles of social mobility

may be far less operative in the current period, which is witnessing a crisis in middle-class values.

The problem of imbalance in participation as between middle-class persons and the poor had its effects on the shape and content of the project right from the very beginning. This can be seen most pronouncedly in the questionnaire schedule, which paid very scant attention to the problems of the poor, or of the Indian population. Volunteer members of the various questionnaire committees came up with questions which reflected quite accurately the major concerns and preoccupations of the middle-class in Penticton. One can assume that a schedule drawn up by a sociologist would not be guilty of such blatant omissions, since the sociologist in such an instance would be aiming for some degree of professional objectivity. (The bias of the sociologist would more than likely express itself in more subtle ways) In the case of the Penticton Profile survey, it was inevitable that, given the lack of representation of poor people, our insistence on upholding the volunteer role in shaping the project resulted in a greater imbalance than might have been the case if question formulation had been left to the professional sociologist. Perhaps the consultant might have raised such problems more vigorously in discussions with the Questionnaire Committees, while still leaving the actual decisions in the hands of the volunteers. But the dividing line between stimulation and encouragement on the one hand, and arbitrary imposition of ideas on the other is a very thin one.

The heavy reliance on volunteers in all phases of Penticton Profile had other important effects as well. As has been indicated above, it

resulted in some damaging delays as well as some wastage of returns. The large-scale involvement of volunteers, especially during key phases of the project, placed a very heavy strain on our leadership resources. This was particularly true in the case of the training program which was designed to impart interviewing skills to the volunteers. Despite these difficulties, it was our strong feeling that this aspect of our approach was, in fact, the major key to whatever success we were able to achieve. Volunteers did have the conviction that this was their project, and this feeling was communicated in all their activities within the community. As a result, there was never any evidence of any feeling within the mainstream of the community that Penticton Profile was a project imposed on them from the outside. People who had any knowledge of the project perceived the University and the consultants as playing a helping rather than a dominating role. In other words, the participation of citizens in both the decision-making and the implementation of project tasks was instrumental in building the credibility that the project enjoyed in Penticton.

At this point, the question naturally arises "What would you do differently if you had the project to do over again?" From what has already been said, it is obviously the conviction of the writer that the basic structure of this project - its assumptions, goals, and overall strategy - was sound, and could be applied successfully, with some variations to meet local conditions, to many other communities. It is equally obvious that the potential of the Penticton Profile approach was not fully realized, and that there were a number of problems and weaknesses which prevented it from being as effective as it might have been. Short of changing the basic design, there are a number of measures which, if adopted, could greatly increase the effectiveness

of this approach to community action research. These can best be summarized in the following recommendations:

1. A project of this scope would require a budget of $25,000 to $30,000.
2. This budget should be jointly planned and administered by the consultant and the Steering Committee for the project.
3. Provision should be made for the hiring of a full-time local co-ordinator, who would be responsible to the Steering Committee and the consultant for the day-to-day administration of the project.
4. A central office should be maintained throughout the entire project period, to be staffed by the local co-ordinator with the help of volunteers.
5. The consultant should spend a period of residency in the community of one to three months before the project starts.
6. Consultants with specific kinds of expertise should be available for different phases, e.g. questionnaire construction, training of interviewers, etc., as required. These should be local people wherever possible.
7. Short periods of residence in the community during key periods should be required of outside consultants.
8. During these periods, consultants should, in addition to consultation meetings with committees, provide educational inputs, e.g. training programs for team captains and project leaders, lecture-discussions with community groups and high-school classes, courses in community study through the Adult Education of the School Board or Community College, etc.

9. Every effort should be made to ensure representation and active participation from every major segment of the community, including poor people, welfare recipients, minority groups, etc.
10. More provision should be made for feedback of information to the community, whether through better media coverage, more advertising, the issuing of a regular newsletter, or the organization of a regular forum where citizens and officials can meet to exchange views and information.

It is not claimed that the above recommendations would solve some of the fundamental problems discussed earlier in this study. But they would, we believe, result in some gain in effectiveness within the limits of a class society. We have, to date, discovered no method for bringing the poor into full participation without changing the system itself. What we can hope for, perhaps is an approach which makes relevant knowledge accessible to as many people as possible. If, in addition, we can help communities to develop for themselves networks of communication through which they can learn about themselves and their community, develop constructive relationships and creat satisfactory modes of action to bring about purposive social change, then a signal contribution will have been made towards a better society.

The writer feels that Sociology as a discipline has for too long been bogged down in sterile myths which have made it all too often irrelevant at best and the servant of vested interests at worst. In the writer's terms, Sociology is by its very nature engaged in a critical, analytical study of social realities. It is a revolutionary science. Attempts to deny or obscure its revolutionary implications

have resulted in the miasma of "Value-free" Sociology, which has generally been, to our view, value-less Sociology. Sociology as a revolutionary science eliminates completely the false dichotomy that has been erected between the social scientist as scientist and the social scientist as citizen, which has so often proved to be only an escape hatch for social irresponsibility. Given this kind of perspective, the social scientist is necessarily required to be socially responsible for his work, since it can affect the lives of his fellow-citizens.

Penticton Profile has been an attempt by the writer to put into practice his assumptions about the nature of society, the nature of social change, the nature of the learning process, and the function and direction of Sociology. Central to such an enterprise has been the need to make assumptions as explicit as possible, so that people could relate to the project with as full knowledge as possible about the possible implications of their actions.

The entire process provided a very rewarding learning experience for the writer in the many roles and functions required of him in his capacity as the consultant for Penticton Profile. These included the varied roles of project designer, funds negotiator, initiator, organizer, expediter, enabler, educator, administrator, and, at times, manipulator. It was not always possible to distinguish between them all. But his involvement in these action roles enabled him to gain much valuable knowledge about how a community functions and how its decisions are made as well as some clues about how to bring about community change. It was also obvious that this type of learning was not confined to the

consultant, but that a large number of Penticton citizens were helped to gain a deeper understanding of their community. One hopes that this understanding acquired in the course of working together for community improvement will encourage them to go on to greater efforts to create for themselves a more humane environment. In summary, it can be stated that the best way to learn about a community is to try to change it.

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Appendix B

Department of Extension, UBC

QUESTIONNAIRE - SURVEY COMMITTEE

Study Guide

I. GOALS

Our basic goal for this project is to develop an educational process by which people can become aware of the needs of their community, join forces to study the community's problems, and take action to solve them.

Community development is brought about by citizen involvement in community action. To help accomplish involvement, we recommend that any area beginning a community development study take a survey of its residents, including every household if possible, so as to:

A. Give residents the opportunity to record their own ideas, opinions, beliefs and attitudes about their community, from which the areas of community concern may be drawn.

B. Provide maximum opportunity for citizen involvement in a community undertaking. The purpose of this guide is to make recommendations which will help the Steering Committee conduct a community-wide survey.

II. ORGANIZING FOR THE SURVEY

The general Steering Committee should organize itself into the following committees for the purpose of taking the survey:

A. Questionnaire Committee: to draw up a list of survey questions and recommend a format to the Steering Committee.

B. Organization Committee: to estimate the number of households to be surveyed; divide the community into interview

areas; obtain residents to take the survey; and co-ordinate the actual survey-taking. One interviewer for every ten households is a suggested standard. Persons on this committee should be knowledgeable about the community and have contacts that will help in reaching the number of persons needed for the work of the survey.

III. QUESTIONNAIRE COMMITTEE

A. Organization and Purpose

This committee generally consists of 10-20 persons, who are representative of all sections and elements in the community (schools, churches, business, government, etc.). The chairman is selected by the Steering Committee. The Questionnaire Committee selects its own recorder for keeping minutes. It may set up sub-committees to formulate questions in each area or category.

The purpose of this committee is to construct, test and recommend to the Steering Committee a list of questions for a survey form. The Committee may also recommend the format for the survey form. A consultant works with the Committee to advise them on types of questions, etc., but the Committee decides on the inclusion, deletion or modification of questions.

B. Survey Form

Every survey form has three types of questions:

1. Demographic - statistical questions that determine the number of persons in a household, where they work, their occupation, level of education, length of time in the community, intention of remaining in the community, home ownership, etc.
2. Attitude - questions to determine whether or not the residents are satisfied with their community. Attitude questions should be worded to get a YES, NO, DON'T KNOW or NO REPORT answer whenever possible. This speeds up both answering and tabulation.
3. Opinions - some questions which the respondent can answer in his own words; (e.g., "What do you think needs to be done to make this a better community in which to live and work?"). The "write-in" or "open-end" questions are always hand tabulated by the community and the amount of time necessary for this tabulation depends on the number of questions.

C. Committee Operation

Several meetings are normally required before the Questionnaire Committee completes a survey form to submit to the Steering Committee.

1. First meeting
   a. Group the major parts of community life into general categories such as:
      (1) Appearance of the community
      (2) Educational system of the community
      (3) Role of the churches and voluntary groups in the community.

(4) Public utilities
(5) Public services
(6) Economic base of the community
(7) Retail life of the community
(8) Planning in the community
(9) Recreation
(10) Special problems (transportation, older citizens, youth, one-parent families, etc.) (each can be a separate category)
(11) Medical services
(12) Government
(13) Power & influence in the community

b. Assign each committee member a category or categories for which to develop questions. Each heading should contain no more than 5 or 6 questions.

2. Subsequent meetings - review each question and decide by majority vote whether it should be accepted, re-worded, or deleted.

D. General Rules for Evaluating Questions

In developing survey questions, the Committee should apply these guidelines to each question being considered:

1. What is the intent of the question?
2. Will it identify or confirm problem areas?
3. Will it identify goals which can form the basis for future study/action committees?
4. Is the question focused on the interest of one particular group? If so, the answer may be prejudiced and give information which contributes little to the purpose of the survey, while causing extra work.
5. A time limit of 30 minutes is suggested for answering each questionnaire.

E. Procedure

After the Questionnaire Committee has agreed upon a set of questions and they have been reviewed by the Consultant, it is advisable to make a pre-test of the questionnaire n and tabulate the results, which will determine whether the answers are giving information which is meaningful to the survey effort. This should be done at least two weeks before the Committee presents the proposed survey form to the Steering Committee. The use of visual-aid devices (e.g. an overhead projector) may be helpful in making this presentation.

Organization Committee Study Guide

A. Organization and Purpose

This committee generally consists of 8-12 persons, representative of all sections and elements in the community (schools, churches, business, government, etc.). A chairman is selected by the Steering Committee. The Organization Committee selects its own recorder for keeping minutes.

The purpose of this committee is to organize for and accomplish the taking of a community survey.

B. Committee Operation

1. First meeting

   a) Divide the survey area, the boundaries of which have previously been determined by the Steering Committee, into several interview areas. Division should be made on the basis of natural or man-made boundaries, such as: streams, streets, freeways, etc. A large map of the entire area is helpful for doing this. Identify each interview area with a number.

   b) Obtain one person as captain for each interview area. Any interested resident is eligible to serve. Experience has shown, however, that those persons having qualities of leadership and responsibility make the best captains. Make a list of prospective captains and contact them to determine their willingness to serve in this capacity.

   c) Assign two or more committee members to make an estimated count of the number of households in each interview area, including apartment houses, trailers, etc.

2. Subsequent meetings

Meetings of this committee should be held at least every two weeks.

a) Compute the estimated number of households for each interview area and the total number of interviewers needed on the basis of approximately ten households per interviewer.

b) Call a special meeting of the captains and explain the program.

3. Duties of Team Captains

a) Captains are responsible for obtaining the necessary number of interviewers for their areas. Names of interested persons may be secured from committee members, newspaper stories, individuals, etc. The publicity of the Steering Committee will help with this activity.

b) Prepare individual instructions, including maps, for each interviewer.

c) Each captain is responsible for having the interviewers for his area present at the general training session, or for giving individual training.

d) Each captain is responsible for the survey forms in his interview area. Forms must be distributed to his interviewers, collected from them when completed and turned in to the Organization Committee.

Department of Extension, U.B.C.

PUBLIC RELATIONS COMMITTEE GUIDE

1. INTRODUCTION

The Communications Committee explains the community project to people and encourages them to involve themselves in it. You will be responsible to the Steering Committee and will work closely with the other sub-committees. The community is to be fully informed at every stage of the study, and committee members in turn will know the community's response.

11. ORGANIZING FOR PUBLICITY WORK

A. Study the objectives of your Steering Committee to determine what aims your committee should have, such as:

1. Involve additional citizens in the self-study activities and in the democratic process
2. Give recognition to those who have worked hard
3. Establish friendly relations with other community organizations.
4. Provide factual information to the community
5. Be a channel for feedback from the community to the self-study organization
6. Generate public opinion based on fact and sound thinking
7. Encourage community decision-making by democratic process

B. Identify the audiences you wish to reach. These may include:

1. All individuals in the self-study, active or inactive
2. Social and service organizations (Kiwanis, Elks Club, etc.)
3. Educational and religious organizations

4. Elected and appointed officials of government
5. Public service agencies
6. Business, labour and professional groups (Business and Professional Women's Clubs, teachers' associations, labour unions, Chamber of Commerce, etc.)
7. Informal groups (bridge clubs, coffee klatches, neighbourhood clubs, etc.)

C. Determine what methods of communication will be most effective.

1. Possible methods: (use any or several)
   a. Person-to-person - includes face-to-face contacts, telephone committees, personal letters, small group conferences, training classes, open-houses and tours. These methods allow open, two-way exchange of ideas and opinions.
   b. Semi-personal - includes speaker's bureaus, audio-visual aids, special meetings, direct mailings and printed materials for special distribution.
   c. Mass media - includes newspapers, TV, radio, magazines, and advertising. Local editors and broadcasters can be very helpful.
2. General suggestions for using various methods:
   a. Assess local communication media thoroughly
   b. Determine the most useful means for each individual case (the various activities of a study may require a different handling)
   c. Strive constantly for response and reaction

D. Assign responsibilities

1. Each Communications Committee member should have a specific task
2. Utilize special talents and interests of committee members
3. Route all work through the committee chairman
4. Keep it clear that the committee is an administrative arm of the Steering Group and/or Co-ordinating Board

III. MECHANICS OF GOOD COMMUNICATION

A. Personal (the most important) and semi-personal communication

1. For an oral presentation:
   a. Present a neat, alert appearance
   b. Seek to elicit interest, but not necessarily agreement
   c. Let your friendliness and sincerity be evident
   d. Do not over-sell your point of view
   e. Be factual and brief, not argumentative
   f. Be a good listener
2. An audio-visual aid, direct mailing or other literature must:
   a. Be eye-catching
   b. Stimulate audience interest and enthusiasm
   c. Quickly put its message across

B. Mass Media news releases

1. Must be accurate, factual and newsworthy
2. Should conform to format desired by local editors and broadcasters

3. Should answer (as should all communications) Who? What? Where? Why? When?

IV. EVALUATING YOUR WORK

A. Appraise the effectiveness of your own work

B. Use a check list to see if you are:

1. Taking the initiative to inform the community?
2. Explaining your program with sincerity and honesty?
3. Encouraging and receiving, public interest and involvement?
4. Involving community leaders?
5. Giving recognition to people for their efforts?
6. Providing facts and preventing rumour or misunderstanding?
7. Balancing community satisfaction with a continuing desire for improvement?
8. Communicating continuously and on a schedule?
9. Appraising your effectiveness continuously?

INSTRUCTIONS TO INTERVIEWERS

1. The box on the top of page 1 of every questionnaire you use must be filled in in the following way: your team captain's letters go in the first and second squares, the letter on your page of addresses goes in the 3rd square. In the 4th square you put A if it is your first interview, B if it is your second, C, if it is your third and so on (you can keep going up to Z i.e. 26 interviews if you want to). In the last square you put 0 if the person you are interviewing is not one of the committee of 500 (i.e. has not done any interviewing etc.): if the person you are interviewing says that he is one of the committee of 500 put a 1 in the last square.

2. On page 14 there is another box with four squares - you are to copy the letters from the first four squares of the box on page 1 into the squares of the box on page 14.

3. You are to interview only one of the heads of the house at each address - but note : we want to end up with roughly as many men interviewed as women. This means that if you interviewed (say) a man at one address then you should try to interview a woman at the next, then a man at the next and a woman at the next and so on. If for some reason you do not end up with exactly 50% men and 50% women do not worry about it.

4. We do not want you to use the telephone - the personal approach is best. Since the addresses you have been given are all close to one another, if there is no one at home at an address when you call go to the next address. Do not leave questionnaires for people to fill out by themselves. You can always call back. If for any reason you find that you just cannot get all the

the addresses done - do not worry - we do not want you to get an ulcer.

5. Try to call at times that you think would be most convenient for respondents, e.g. 7.30 p.m. - 8.30 p.m., around about 10 in the mornings, 2.00 - 4.00 in the afternoons and after 11.00 a.m. during the weekends.

6. Explain to the person who answers the door at each address what you are doing. You can show them the pamphlet if you want to. If, however, a person refuses to be interviewed, do not press the matter - just note this fact on your list of addresses.

When you have done as many interviews as you can give the page of addresses and the completed questionnaires back to your team captain.

Team captains will return the questionnaires, pages of addresses and the list of their interviewers to our co-ordinator Mr. J. Young at Jubilee Pavilion.

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7. Suggest to the respondent that it would be easiest if you both sat at a table - give him a copy of the questionnaire that you have cut the bottom half of the last page off, to look at.

8. While the respondent looks at the copy of the questionnaire you have handed him you will read the questions aloud from another questionnaire which you will fill in for the respondent.

9. Use either a sharp pencil or a ballpoint pen.

10. Circle the number opposite the response given, e.g. if the person says 1-5 years for question 1, you would put a circle around the -2 opposite this response, i.e. 1-5 yrs. _____-2. If you make a mistake fill in the circle you have just made, e.g. and

make a new circle around the right number.

11. If a person does not understand a question - do not try to explain it to him - read it again. If he decides not to answer - circle the number opposite N.A. (no answer); if he says that he doesn't know - circle the number opposite D.K. (don't know). If a respondent says that he still cannot understand a question after you have read it a second time to him - circle the number opposite N.A. and write 'could not understand' on the left hand side of the page.

12. For questions like question 20 page 5 - circle -1 if the respondent has any comments and -2 if he hasn't and then copy down any comments made. Remember to write down what the respondent actually says and not a summary.

NOTES : ON PARTICULAR QUESTIONS

-Q 14 p4 - if the respondent says that more than one option should be used circle the number opposite 'other' and note the number of the options on the left hand side of the page.

-Q 42 p11 - change 10 to A, 11 to B, 12 to C, 13 to D and 14 to E on every questionnaire you use. When you add up the ticks for a respondent if the number of ticks is 10, 11, 12, 13 or 14 put 9 in the box - this is because the computer can only count up to nine.

-Q 43 p11 - If the respondent says that he got most help from one of the options up to 9 in Q42 you will put a figure in the box - if he got most help from one of the options after 9 in Q42 you will put a letter in the box.

-Q 37A p9 - to be answered from the point of view of shopping in Penticton.

-Q 52 p14 - water pollution = pollution of the lake.

-Q 70 p18 - ignore whether the respondent says he knows a service is available or not and record whether or not he has used the service during the last two years and how he would rate it.

Appendix B

Social Science and Urban Affairs,
Department of Extension, U.B.C.

SOCIAL SERVICE COMMITTEE

Study Guide

1. INTRODUCTION

The committees in your community development program have formed to study various areas of community life. It is this committee's responsibility to study and evaluate the need for and function of the agencies and organizations which promote the general social well-being of the citizens of the community. A summary of the committee's findings, together with its recommendations, will be presented to the community at a public meeting.

11. SCOPE OF STUDY

The committee might begin its work by defining social agencies and explaining how they differ from other organizations. A list should be made of all the social agencies serving the community and their various functions. The committee should make an approximate judgement of the degree to which these agencies are meeting the needs for which they were intended. Appropriate recommendations for changes or improvements may then be made. When the work has been completed the Committee will submit its report to the Steering Committee and then to the community.

111. SUGGESTED OUTLINE FOR STUDY

A. List all social organizations serving the community.

1. Explain their individual functions.

a. Explain how social agencies differ from other organizations.

b. What community needs do the various social agencies

attempt to meet?

c. What individual needs do the various social agencies attempt to meet?

2. How many people are receiving service from these agencies?

a. Explain the methods used in determining the eligibility of an individual for these services.

3. List the abuses encountered by these agencies and tell how they attempt to correct them.

4. How are the various agencies financed?

B. How much duplication of services is there amongst the various organizations and agencies in the community?

1. What activities do religious, fraternal and service organizations have which might be classified as social services?

2. How could better co-ordination be effected between the services?

C. What needed services are not now available?

1. What would be necessary to obtain these services?

D. What responsibility has the community to support the social agencies?

1. What responsibility do relatives have for the care and welfare of individuals needing help?

E. Why have local, provincial and federal agencies so greatly expanded their social agencies in the past few decades?

F. What are the advantages and disadvantages of the trend to greater centralization of control of social agencies?

lV RESOURCES (compile list)

Social Science and Urban Affairs
Extension Department, U.B.C.

RECREATION COMMITTEE

Study Guide

1. INTRODUCTION

Recreation is defined as "any form of play, amusement or relaxation used for the purpose of refreshment of body or mind". Consequently, recreation, whether organized or unorganized, is a part of the daily life of every person.

Recreation consists of passive and active forms of activity. For one person, reading a book or viewing television meets a recreation need. For another, a game of softball or tennis is desireable. In a community development study, total recreational needs of the community should be considered.

11. SCOPE OF STUDY

The committee is responsible for determining the recreational desires of the community, the extent to which these desires are being met and the resources available.

A definition of "recreation" should be agreed upon and the purpose of the study should be kept constantly in mind. The information recorded should be accurate, factual and gathered from reliable sources. Since your report will be presented to the community, this study should include recommendations for action, including a proposed plan for a complete all-age, all-season, community recreation program utilizing both indoor and outdoor facilities and activities.

Experience has shown that persons professionally connected with recreation contribute more to a study when used as resource personnel,

rather than as committee members. It is recommended that all agencies and groups administering recreational programs be informed of the study as early as possible.

III. SUGGESTED OUTLINE FOR STUDY

A. General community information

1. Population factors

a. What is the population of the community by age groups, male and female?

b. What is the anticipated population growth or decrease, by age group?

c. What is the population distribution by geographical areas?

d. What is the present school enrollment? Future enrollment?

e. What are the migration patterns for the community?

2. City administration

a. To what extent does the city government actively support recreational activity?

b. How do units of the local government administer recreation?

c. To what extent do the schools and the park and recreation departments co-operate on joint use of recreation programs and facilities?

3. Inventory

a. Prepare a list, with description as to their use and capacity, of all publicly or privately owned

structures, land and water areas now in use or available in your community. Include appropriate facilities in school buildings and privately owned community buildings. The description of each facility should cover such points as the following:

(1) Kind of facilities and capacity
(2) Accessibility by all neighbourhoods
(3) Apparatus, equipment and game facilities
(4) Programs now being conducted
(5) Kind and age of groups now being served
(6) Hours and frequency of use
(7) Type of supervision available
(8) Sponsorship
(9) Costs of operation and maintenance
(10) Problems encountered in the operation, if any
(11) Needed improvements, if any
(12) Other pertinent matters

b. List available recreation programs by:

(1) Type
(2) Location
(3) Age groups served
(4) Sponsor

c. How does your community conform to standards for recreation areas and facilities prepared by the National Recreation Association?

d. Are the recreation facilities and recreation programs meeting the needs and desires of the community?

4. Financing

a. How much and from what sources are funds derived to finance recreation?

b. In what ways are recreation funds used for the maximum benefit of the entire community?

c. How can additional funds be made available?

d. What are the advantages of joint school-park recreation programs and facilities?

5. Personnel

a. What professional or adequately trained volunteer personnel is available to conduct community-wide programs?

b. Who decides what forms of activity shall be made available?

B. Informal activities

1. Through observation, sample studies, or other appropriate means, evaluate the extent of informal, unorganized types of recreational activity such as the following: family games, home hobbies, vacation trips, etc.

2. What implications for the community's public recreation program arise from the pattern of home recreation activities?

C. Additional questions which may be considered:

1. What responsibility does the individual have to support community recreational activities?

2. What responsibility does the community have to provide recreation services?

Social Science and Urban Affairs,
Department of Extension, U.B.C.

EDUCATION COMMITTEE

Study Guide

1. INTRODUCTION

The Education Committee should be broadly representative of the entire community reflecting as fully as possible all viewpoints and all interests. As a group of citizens concerned with the future of the community, the committee should look at education as one important part of the total community life. It should have no self-interests to advance.

11. SCOPE OF STUDY

Your committee is responsible for making a factual analysis of the community's school system, and its needs and resources for educational services and facilities. It is further responsible for making the results of this study available to all citizens of the community. This study should be conducted to stimulate interest in education and promote continuous growth and improvements in the services offered by the school to its students and community. Results of this study will provide citizens of your community with information that will help solve local school problems.

The committee should establish and maintain a close co-operative working relationship with the local school staff, the local School Board and the President of the P.T.A., using them as valuable resource persons.

Because no two communities' schools are exactly alike, your fact finding and analysis should consider a careful balance between certain minimum standards and the desires and needs of your community. The committee devises a report that is applicable to the local situation. Keep in mind that specific facts are more valuable than general impressions. Whatever information is secured, therefore, should be definite and accurate. Mimeographed copies of your final report will be presented to your community for their information and further discussion.

III. SUGGESTED OUTLINE FOR STUDY

Education is a complex process. There is no simple definition of a "good school" that will apply to all communities. The following are among the major elements and areas of an effective school system:

A. Clearly defined and sound set of educational goals or objectives.

Basic criteria for this purpose have been set up by many organizations. However, each school should be free to determine and develop its own statement of objectives. The objectives set forth in specific terms what the school is trying to do to meet the needs and interests of its students.

1. What are the educational aims of your school?
2. Are these aims sufficient to meet the total needs for education in the community?
3. Are any changes needed? If so, what are they, and in what ways can they be accomplished?

B. Adequate and effective over-all school program

1. How does your school program provide for all ages, from kindergarten through adulthood? For the average, the mentally retarded, the highly talented? For the handicapped and/or emotionally disturbed?
2. What adaptations of curriculum content and methods provide for children's social, emotional, physical and mental differences?
3. How does the program provide a favourable environment for teaching and learning?
4. What opportunities do the pupils have to take part, to ask questions, to get needed help from the teachers?
5. How does your school help pupils learn and practice the responsibilities and privileges of citizenship?
6. How does your school test the intelligence, achievement, aptitudes and interests of pupils?
7. How are the results of these tests, teachers' observations and other recorded data used at all school levels in planning each pupil's program?
8. What physical education and athletic programs does your school system provide?
9. What medical and dental inspections are provided? Are they effective?
10. What programs does your school system have for adult education?
11. What vocational-technical preparatory training programs

does your school system provide?

12. When and by whom is your school program reviewed? Have changes been made in accordance with changing needs?

C. Competent and qualified classroom teachers

1. What are your state requirements for the certification of teachers?
2. What measures are taken to assure the proficiency of your school's teachers by continuation of study?
3. Are teachers encouraged to make suggestions and participate in planning courses, choosing textbooks, new methods of study, and other such matters?
4. What are the teachers' workloads?
5. Do required routine and management duties lessen the instructional effectiveness of teachers?
6. How do salaries of your school teachers compare with those of similar communities in your state?
7. Do teachers hold regular conferences with parents regarding each pupil in school?
8. Are teachers drawn upon to participate in community projects? Are they encouraged to become active in other areas of interest in the community?

D. Varied and modern instructional materials

1. Are the textbooks and reference materials used in your system up-to-date?
2. How adequate is your school library?

3. Are films, film-strips, flannel boards, charts, globes, maps, pictures and other audio-visual materials used to improve instruction? Are these materials adequate?
4. Can television be used to enrich teaching?

E. Sufficient well-designed buildings and equipment

1. Are your school buildings and equipment up-to-date, safe and clean? (e.g. are heating, lighting, ventilation and fire precaution adequate?)
2. Does classroom space per student conform to minimum standards?
3. What percentage of the total day is each classroom in use?
4. List the space and facilities available for health and physical education activities, both indoors and outdoors. Does this meet school needs?
5. Do the school buildings provide for essential special facilities? (e.g. a hot lunch program)
6. How are school facilities used for community educational and recreational purposes during the year?
7. What are the plans for future development of the physical plant.
8. Make a list of all improvements needed.

F. A proficient administrative and supervisory staff

1. Is the administrative and supervisory staff of your school system adequate to ensure a productive educational program?

2. What special services are available in such fields as psychology, guidance and counselling, testing and evaluation, libraries and audio-visual education?
3. How do these staffs maintain co-operative school-community relations?

G. Adequate financing

1. Draw up a chart showing the present school budget, and indicate where the money comes from and how it is spent.
2. What are your school system's financial needs for the future?

H. A representative and forward-looking School Board

1. How are your School Board members selected?
2. How active are the local members in developing basic school policies?
3. Are personnel policies adequately written out by the School Board?
4. How does the School Board interpret its problems, needs and policies to the parents and citizens of the community?
5. What is the citizen's responsibility to the School Board?

I. Continuous, active citizen interest

1. Do parents and citizens generally take an active, informed interest in their schools? In the educational progress of their children?
2. How do parents and residents participate in School

Board, P.T.A., or other type school meetings?

3. Are P.T.A.'s active and effective?
4. How well and in what ways does the community co-operate with the school and support school projects?
5. In what ways do the schools function as a community centre?
6. In what ways do the schools contribute to and engage in community service projects?

J. Other areas of study

Other specific areas in which your committee may want to to conduct further study include:

1. Use of modern curricular programs (Mathematics, Science, English, etc.)
2. Use of teaching machines, programmed instruction and materials
3. Vocational education
4. Summer school program or extension of the school year
5. Student drop-outs
6. Student discipline
7. Scholarships and loans

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roup Is To Prepare rofile Questionnaire

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steering committee, set further investigate the fac- available in Penticton for vernment-sponsored profile of the city, has appointed stionnaire committee.

s committee will meet 29 in the lower hall of St. ur's Anglican Church at p.m. to discuss format and ntation of the questionnaire would have to be present- all citizens in the com- ty.

ading the committee is Jack Cossentine and other bers appointed include Rev. Hodgkinson, J. J. Winke- Mrs. Louise Gabriel and Alma Faulds.

presentatives of city coun- enior citizens, high school nts, school board and cha- of commerce will be added the committee has power to more as needed.

e steering committee was inted from a meeting of esentatives of various org- ations in the city who met day afternoon at the invitat- of Mayor F. D. Stuart with essor Henry Rosenthal and Audrey Sellander.

ofessor Rosenthal, head of department of sociology at ersity of B.C., and Miss Sel- er, executive director of the Voluntary Health and Wel- Association, presented plans a study of the city.

e provincial department of are will provide $5,000 to- ds a pliot study in one B.C. munity and Penticton is be- considered.

eetings have been held here ascertain what community ort can be expected, and the program can be car- out and utilized.

definite commitment has made that Penticton will he location of the pilot pro- but secretary pro tem Mrs. ds said the decision should nade by May 15 when Pro- or Rosenthal and Miss Sel- er will return to Penticton another meeting.

eanwhile Professor Rosenth- ill be sending material for y and suggestions on various lers the committee will need nvestigate before the May ting.

ayor Stuart said the profile y of the community would f value to every organizat- in the city and particularly ouncil.

will look into what people about their community, been made in the U.S. and Professor Rosenthal proposes to modify the questionnaires and procedures used there.

Analysis and evaluation of the completed questionnaires would be undertaken by UBC under government supervision.

207 West Hastings Street
Vancouver 3, B. C.

Penticton Herald
APR 30 1963

Questions Formed For Possible Study

315

Questions to determine the quality of life and living in Penticton were thrown on to the table at a brainstorming session last night.

Mrs. Jack Cossentine was chairman of a meeting of a questionnaire committee set up last week to work out a list of questions to be asked of the residents of Penticton in order to find out what Penticton is, what it has and what it wants to be.

Professor Henry Rosenthal, head of the department of sociology at University of B.C., and Miss Audrey Sellander, executive director of Volunteer Health and Welfare Association, were here last week to meet with representatives of various community organizations to discuss the possibility of Penticton being the one community in B.C. chosen for a pilot profile study of every aspect of the community.

Another meeting is scheduled for May 15 when it is expected a decision on whether Penticton will be the location of the study, will be made known. The provincial department of health and welfare has agreed to contribute $5,000 towards the project.

The questionnaire committee made progress last night, Mrs. Cossentine said, even though the guideline material had not arrived from Prof. Rosenthal.

"Perhaps we did better without it," she said, "people were more apt to suggest original ideas pertinent to this community."

Eventually every segment of the community will be asked to contribute questions for discussion by the committee.

James Currie of the Fruit and Vegetable Workers Union was appointed co-chairman with Mrs. Cossentine at last night's meeting.

WESTERN PRESS CLIPPING BUREAU
207 West Hastings Street
Vancouver 3, B. C.

Penticton Herald
APR. 22. 1963

Community Profile 315 Considered

Penticton may have an opportunity for an expert evaluation of what it is, what it has and where it is going.

Professor Henry Rosenthal, head of the department of sociology at University of B.C., and Miss Audrey Sellander, executive director of the B.C. Voluntary Health and Welfare Association, met with the mayor and representatives of various city organizations yesterday, to discuss the possibility of a profile study of the community.

The provincial department of welfare has indicated it will provide $5,000 towards a pilot study in one B.C. community and Penticton is being considered.

A steering committee was appointed by Mayor F. D. Stuart at yesterday's meeting and this group is meeting again today with Professor Rosenthal and Miss Sellander for more detailed discussion of how such a program might be carried out here and what community support can be expected.

The government proposes to supply, though UBC, technical assistance in the form of preparation of a questionnaire to be answered by every householder, and the evaluation of the answers.

Mayor Stuart said such a profile study would be of value to every organization in the city and particularly to council.

'There is no other way to get a condensed opinion from the people on what has been done and what they want done, he said.

The profile study would involve an interview at every house and a large force of people would be needed to carry it out, the mayor said.

It is hoped Professor Rosenthal and Miss Sellander will know before they leave Penticton whether this community

ity picked

Community problems study set

ect aimed at communities ity problems unched this University of department ary Associa- and Welfare stance of a rom the B.C. Social Wel-

Penticton has been selected as the site for the three-phase, eight-to-nine month project — a community self-study.

The community self-survey concept is designed to involve as many members of the community as possible and to stimulate their interest in and desire to act upon community problems.

Phase one will be a complete door-to-door survey of the entire community aimed at discovering the perceptions and attitudes of the people about their community; what problems they see; what concerns they have. Interviewers will be drawn from a cross-section of the community.

The second phase will consist of a number of study committees set up to research in depth the areas of concern disclosed by the survey. These committees will be charged with making recommendations for solving problems.

The third phase will be a community-wide conference in which the recommendations of study committees will be considered and priorities established for action.

Consultants in community organization, social planning and research techniques will help in designing and conducting survey questionnaires for the community.

UBC extension will be responsible for the educational component of the project and the V sociation for follow-up.

Optimist
JUN 11.1963

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CLIPPING BUREAU

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Peace River Block News

JUN. 11.1963

31? Thank you very much UBC!!

(Editor's note)—Dawson Creek apparently has the highest Social Welfare cost in the province and would appear to be an ideal spot for a pilot project in this area — perhaps we could do with some of the help in solving our problem?

However, Penticton is a lovely spot to be during the summer, and it is close to Vancouver — and perhaps out of this study project other communities will derive some benefit.

This news release from UBC seems to cover what they intend doing — we are hoping that the data obtained from this study will be used and not filed away in Victoria archives and the $5,000 grant written off as "expense" in the manner of many other grants and projects.

UBC—A pilot project aimed at helping British Columbia communities solve community problems is being launched this month by the University of BC extension department and the Voluntary Association for Health and Welfare with the assistance of a $5,000 grant from the B.C. Department of Social Welfare.

Penticton has been selected as the site for the three-phase, 8-9 month project — a community self-study.

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207 West Hastings Street
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Kitimat Northern Sentinel
JUL 18 1963
PAGE ELEVEN

UBC Study Team To Probe Penticton's Attitudes

A pilot project aimed at helping British Columbia communities solve community problems is being launched this month by the University of B.C. extension department and the Voluntary Association for Health and Welfare with the assistance of a $5,000 grant from the B.C. Department of Social Welfare.

Penticton has been selected as the site for the three-phase, nine-month community project — a community self-study.

The community self-survey concept is designed to involve as many members of the community as possible and to stimulate their interest in and desire to act upon community problems.

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The Sun July 1/69

Profile Probes Penticton, Hopes to Combat Problems

By ROBERT SARTI

The Penticton Community Profile has developed a mysterious wrinkle.

"There seems to be a lot of one-parent families living in motels in Penticton in the winter who disappear in the summer," notes University of B.C. consultant Hank Rosenthal.

"They live in motels in the winter because the rents are cheap, but they have to leave during the tourist season. So far, we haven't been able to discover where they go."

Rosenthal says he learned of this annual migration during his weekly visits to Penticton this spring to do the spadework for the PCP, which is to be a comprehensive survey of social and other needs in the community.

Penticton's social workers are aware of the migration — they were the ones who told Rosenthal about it — but they just have no facts on how many families are involved or what kind of housing they are able to find in the summertime, he says.

"They probably number in the hundreds, but we just don't know for sure," he says.

OVERWORKED

Acording to Rosenthal, local welfare agencies throughout B.C. are so chronically overworked that they have no time or staff to compile statistics — even when all the information is already available in fragmented form.

The PCP, which is being funded by a $5,000 provincial grant, hopes to show how a community can precisely identify its social and allied problems and find means to combat them.

Rosenthal, who is a social sciences consultant in the UBC extension department, says Penticton was selected for the pilot project mainly because it volunteered, but he adds that his visits have indicated several problems areas in addition to the disappearing motel-dwellers which would seem to make it a good choice.

For one, it has a large number of elderly people—3,000 out of a total population of 18,000—who moved there for the mild Okanagan climate. For another, there is the adjacent Indian reserve.

HARD TIME

Also, Rosenthal says he has noticed that young people in Penticton seem to get a hard time from the police. He says the kids are constantly stopped on the streets and made to produce identification and are otherwise "hassled."

"Penticton, like other communities in the Okanagan, is at the crossroads in its economy, too," he says. "Some people feel the future of Penticton lies in tourism, others in agriculture and others in industry.

"Some of these goals are conflicting—there is the pollution problem, for instance. The people have to decide what they want and decisions have to be made based on what the people want."

Rosenthal, with the help of the B.C. Voluntary Association of Health and Welfare, proposes to find out what the people want by door-to-door circulation of a 100-part questionnaire. He expects about 400 Penticton residents to do the actual surveying in November.

FINAL FORM

When it is put into final form later this summer, the questionnaire will ask about the school system, the bus facilities, housing density, the Peach Bowl, recreation for the elderly, public health services, shopping facilities and the like.

The survey will also want to know whether Penticton residents think of themselves as living in a cohesive community, whether they feel every age and racial group gets equal treatment before the law and whether they know of anybody who should be getting welfare or other social aid but isn't.

While the questionnaire is going to all heads-of-household, it will also be circulated to every secondary school student in Penticton. As a further youth component of the project, a group of teen-agers will make a film on Penticton this summer with the help of the National Film Board and of the Simon Fraser University communications centre.

The completed questionnaires will be run through the city's computer for correlation. A group of local committees will study the results and prepare reports on each problem area.

CONFERENCE CALLED

Finally, sometime around next April, a community-wide conference will be called to consider the reports and to draw up a set of priorities on what has to be done to ensure Penticton will be a good place to live in the future.

Rosenhal says the self-analysis approach to community development is now at work only in Manitoba, but that it was successfully helping to remake Saskatchewan until it was sabotaged by politics a few years ago. In B.C., he sees it being applied in such relatively small and self-contained communities as Prince Rupert, Prince George and Trail. The major metropolitan areas would render such an approach unwieldy, he says.

"But in a place like Penticton, if we can get 400 to 500 people actively involved, and they learn how their problems can be overcome, then you've got a tremendous force for change," says Rosenthal. "You can then generate so much damn pressure that no government can resist.

"Of course, this whole thing could become a political casualty if it develops too much steam."

One-Parent Family Puzzle Hinders Penticton Survey

Victoria Daily Colonist July 4/66

VANCOUVER (CP) — One problem facing the Penticton Community Profile is the mystery of the disappearing winter residents.

"There seems to be a lot of one-parent families living in motels in Penticton in the winter who disappear in the summer," said Hank Rosenthal, a University of British Columbia consultant.

"They live in motels in the winter because the rents are cheap, but they have to leave during the tourist season. So far we haven't been able to discover where they go."

This is only one of the problems facing the PCP which is to be a comprehensive survey of social and other needs in the Okanagan community.

It is being funded by a $5,000 provincial grant and hopes to show how a community can precisely identify its social and allied problems and find means to combat them.

Mr. Rosenthal, a social sciences consultant in the UBC extension department, says Penticton was selected for the pilot project mainly because it volunteered, but he adds that his visits have indicated several problem areas in addition to the disappearing motel - dwellers which would seem to make it a good choice.

● It has a large number of elderly people, 3,000 out of a total population of 18,000, who moved there for the mild Okanagan climate;

● An adjacent Indian reserve;

● The young people in Penticton seem to get a hard time from the police;

● The city is at the crossroads in its economy with differing opinions as to whether its future lies in tourism, agriculture or industry.

Mr. Rosenthal, with the help of the B.C. Voluntary Association of Health and Welfare, proposes to find out what the people want by door-to-door circulation of a 100-part questionnaire.

The completed questionnaries will be run through the city's computer for correlation. A group of local committees will study the results and prepare reports on each problem area.

Finally, sometime around next April, a community-wide conference will be called to consider the reports and to draw up a set of priorities on what has to be done to ensure Penticton will be a good place to live in the future.

Mr. Rosenthal says that if they can get 400 to 500 people involved and they learn how to overcome their problems they will have a tremendous force for change.

"You can then generate so much damn pressure that no government can resist," he said.

Student venture

Province July 2/69

Penticton movie underway

Special to The Province

PENTICTON — This Okanagan city, as seen through the eyes of its high school students, will be in the movies.

Filming is under way by a group of students for inclusion in the Penticton community profile, a self-study of the city to find out what residents want and need.

Profile director Prof. H. M. Rosenthal of the University of B.C.'s social sciences department said the filming is being done with assistance from Simon Fraser University and the National Film Board.

Senior students from the the SFU film workshop, under the direction of Prof. Stan Fox, will work with the local young people on the film.

"They have agreed to come in and provide the technical leadership," said Prof. Rosenthal, "and have been instructed that we want the young people to give their views, their perceptions of Penticton — what they like and don't like. Not what the visitors see."

The NFB is supporting the project by providing material, equipment, processing and editing.

"This is the first time the NFB has agreed to provide material assistance for a project not under its control," said Prof. Rosenthal.

The NFB is prepared to send in a full crew of professionals to do a film on the entire self-study, he said, and the students' film is to be incorporated into this film.

The NFB film is expected to be shown on national television, on the board's "Challenge for Change" series.

Sunday Oct 27th - Penticton Herald.

Made-In-Penticton Movie To Get Special Previewing

An uncut 40-minute film, made last summer by Pentictonites, will be given a special preview showing Nov. 8 at 5 p.m. in the Penticton Secondary School cafeteria.

Film - makers and consultants will be present to hear audience comments and reaction, and they expect to incorporate the suggestions into a final edited version, to be shown to the public later on in the month.

The film, described by those who have seen it as an "honest" portrait of Pentictonites and the basic problems they perceive in their community, will be followed by a training session for workers in the upcoming Penticton Community survey.

Professor Henry Rosenthal of the UBC extension department said over the weekend that survey workers would also be recruited at the film showing.

"We are forming a council of 500 interviewrs who will spend about 10 days beginning Nov. 16 going to every household in Penticton with a survey questionnaire," he said.

The Penticton Community Profile is a pilot project, sponsored by the city, the provincial government and civic groups, designed to illuminate community problems and to educate Pentictonites on the services available to them.

Sample questionnaires were distributed earlier this month in an effort to gauge their effectiveness. The questionnaires have since been revised according to interviewers' suggestions. Each interview is expected to last at least 45 minutes.

The results of the survey will be tabulated by the city hall computer and will be available by the end of December.

A special meeting has been scheduled for this week under the chairmanship of Mayor F. D. Stuart to appoint a chairman for the survey organizing committee and a co-ordinator of the project.

Survey organizers hope that citizens from all segments of the community, including students and old-age pensioners, will work in the project.

A professional staff of six persons will lead training sessions for the volunteers Saturday evening, and all day Sunday in rooms set aside at the high school.

A supper will be served to the film audience Saturday evening. All those who wish to attend the Saturday showing should call the mayor's office and request a special invitation. The film will be shown again Sunday — no invitation is necessary then.

Stan Fox, from the Simon Fraser University film workshop, Miss Audrey Selander, executive director of the B.C. Volunteer Association of Health and Welfare; and Tom Brown, from the Naramata Center for Continuing Education; will be present on both days to lead discussions on the film.

EY CAME TO PENTICTON last summer film the city as seen through the eyes its residents. John Fitzgibbon, right, a nticton youth involved in the project, kes a point on Main Street to Stan Fox, director of the Simon Fraser University film workshop. Others in the film crew are, from left, Don Cumming, director Sandy Wilson and Trevor Whiteford. The film will be given its first public showing Saturday.

Penticton Herald, Nov 7/69

City Self-Study Film To Remain Nameless

We thought we'd call the n There's Nothing to do in nticton, because that's what kids seemed to be saying," d Sandy Wilson, a 22-year-old mer Pentictonite, "but we ided to leave it with no me."

Last summer a group of ng Pentictonites and consult- s from the Simon Fraser iversity film workshop in ncouver got together for a ject designed as a self-port- it in film of this community.

The rough-cut 40-minute film, both black-and-white and col- will be given its first show- Saturday night at 5 p.m. in high school cafeteria as the roductory phase of the Pen- on Community Profile, a jor survey being undertaken e under the auspices of the C. health and welfare assoc- ion, the UBC extension de- rtment and the City of Pentic- n.

The film-makers interviewed mayor, students, house- ves, city aldermen and many ers for their ideas on what nticton meant to them and ere it was going.

The National Film Board of nada, which had been one of se originally contacted by ntictonites interested in mak- the study, suggested the pro- t to Stan Fox, director of the rkshop.

Miss Wilson, the daughter of Mr. and Mrs. J. V. H. Wilson of Naramata, was picked to be director of the film. She is a member of the film workshop.

"Nobody knew at first that I was from Penticton," Miss Wilson said, "but once they found out, it offered a new perspective to the film."

She had previously made a short film entitled Garbage which had been picked for showing on CBC Television.

"I didn't think the director should play a dominant role," she said, "we thought it should be the kids who do most of the work and contribute the ideas. We would provide technical assistance.

"Sometimes we just gave them cameras and left them alone."

She said the film identifies some basic concerns of Penticton youth such as the lack of a central meeting place, the "irrelevance" of school to their daily lives and the town's hostility towards "hippies."

"We've tried to show Penticton as seen through the eyes of its young people as well as its leading citizens," said Miss Wilson, "it should be quite interesting."

The Penticton Community Profile will be underway by the end of the month. Planners of the study intend to recruit 500 volunteers for a house-to-house survey.

It is hoped the survey will be a first step in helping Pentictonites to clarify their major concerns, as well as a method of educating them as to the services and facilities in the town.

Volunteers can sign up after the film showing Saturday, and again Sunday at 3 p.m. both at Pen-Hi auditorium. The Saturday showing is by invitation only; however all those who want to see it can call profile co-ordinator John Young at the chamber of commerce for an invitation.

If other prints of the film are made, the National Film Board may agree to distribute them to other Canadian communities undertaking similar self-study projects.

Although the film will be shown again later on in the month, the first-night audience Saturday night will be an important one.

"We expect the audience to make suggestions and comments," said Sandy, "which can later be implemented in the final version."

Film Audience Suggests Okanagan Youth Hostels

More than 600 Pentictonites turned out in the rain Sunday to see the first public showing of the Penticton Profile film.

A premiere showing Saturday night was attended by more than 60 persons.

"It's absolutely gratifying," said John Young, newly-appointed Co-ordinator of the Penticton Profile study, "we never expected so many to come."

In the discussion following the film, led by Stan Fox, director of the Simon Fraser University film workshop in Vancouver, adults and yougsters in the audience discussed the idea of European-style hostels as a way of handling the summer migration of young people to the Okanagan Valley.

"I don't know why we all condemn hippies," said a woman in the audience, "just because they have long hair and seem to wander about.

"There's no reason why, if kids pay their money and work during the year in school, they shouldn't be allowed to move as transients during their summer holidays."

Although members of the audience felt that youngsters had no business littering the beaches, and loitering around the city, others expressed the opinion that youth hostels would serve to avoid the "constant harassment" from police and other citizens.

"The hostel is not a charity organization," said one man whose son had used the hostels during a recent trip to Europe, "they're supported by private donations and fees. And hostellers are expected to do chores when they stay in them."

"We need to make the business establishment more civic-minded," said another adult, "instead of getting all the money we can, we should pay some of it back to help the community."

"They pay it in high taxes, don't they?" answered someone.

"Yes, but that's not enough," said a youth.

Another point brought up during the discussion was the subject of year-round meeting places for community youth.

The Penticton Profile film — it has no other name — is part of a pilot project to find out what Penticton residents want or feel is lacking in the city.

It is being undertaken here under the auspices of the UBC extension department, the B.C. Voluntary Association for Health and Welfare and the Penticton city council. The Penticton Profile planning committee is asking for 500 volunteers to work as interviewers from Nov. 23 to Dec. 7.

"We've got most of our team captains, and we're on the way to meeting our goal of 500 volunteers," said Mr. Young.

He added that all Pentictonites interested in participating should call his office at the chamber of commerce pavilion.

LISTENING TC FILM DISCUSSION

Listening carefully to a point made in the discussion following the premiere showing of the Penticton Profile film Saturday night are, from left, Professor Henry Rosenthal, head of the UBC social sciences department, Sandy Wilson of Simon Fraser University film workshop and Professor Stan Fox, director of the film workshop. Miss Wilson, a former Pentictonite, directed a crew of Penticton youths and Simon Fraser technicians last summer. (See story page two.)

Profile Volunteers Study Survey Tactics

Penticton Herald Nov 24/1969

"You might be interviewing a housewife," said William Foddy, "but her husband is walking around the room answering the questions. What would you do then?"

Mr. Foddy, a candidate for a graduate degree in Sociology at UBC, was at Penticton Secondary School this weekend explaining the tactics and diplomacy necessary for conducting a successful interview.

Part of a three-man team of consultants from the university, he gave team captains and interviewers of the Penticton Community Profile a detailed introduction to what he described as an "exercise in community listening."

"As soon as the husband finishes talking," he said, "turn to the wife and say 'that's all very interesting; now what do you think?'"

"It still wouldn't work in my house," one woman murmured.

WILLIAM FODDY
. . . "no telephone"

A cross-section of the profile volunteers — students, teachers, nurses, housewives, old age pensioners and businessmen — attended the two-hour session Saturday afternoon at the Shatford school cafeteria.

The 50 team captains were briefed Friday night and Saturday morning, and they are expected to report the information back to those interviewers who were unable to attend.

The Penticton Profile now boasts 400 volunteer interviewers, still 100 short of its goal, a "Committee of 500."

DISAPPOINTED

"I think we'll make it," said John Young, profile co-ordinator, "though I am disappointed that a lot of adult members of community clubs didn't volunteer, I am glad there are so many young people who did. They saved the day for us."

Mr. Foddy told the group that the study would enable city residents to get a clearer perspective on the community in which they live, work and play.

He said this was probably the first time such a project had ever been tried in Canada.

The Penticton study is a pilot project for British Columbia, sponsored by the UBC extension department, the B.C. Association for Health and Welfare and city officials. Communities across the province and the nation will assess the results and determine whether such a project is feasible for them.

FACE TO FACE

"Forget that you ever heard about the telephone," said Mr. Foddy, a former New Zealander, "get out and speak to your people in person. Meet them face to face."

Each interviewer will be given 10 names and addresses by his team captain (10 interviewers to a team) and will be expected to file a questionnaire for each name.

Nearly every Pentictonite, whether homeowner or apartment dweller, should plan on hearing the interviewer's knock on his door sometime between Nov. 26 and Dec. 7. More than 8,000 questionnaires have been printed.

NINETY QUESTIONS

The questionnaire has roughly 90 questions covering topics ranging from water pollution to education.

According to organizers of the study, the profile represents a chance for each Pentictonite to make his views known — anonymously. After the results are tabulated by the computer at city hall, action groups will be set up for each major concern expressed by the community.

Statistical data compiled by the survey will be used by educators, psychologists, community workers and government offices to improve the services they perform.

UNIVERSITY TEAM

Other members of the university team present at the training sessions were Audrey Selander, executive director of the B.C. Voluntary Association for Health and Welfare, and Professor Henry Rosenthal of the UBC extension department.

In the final half of the sessions the groups divided and practised interviewing each other with the questionnaire.

A written instruction sheet will be given to each interviewer with his package of questionnaires, covering the major points taken up during the training sessions.

Pentictonites interested in devoting two weeks of their time to the history-making Penticton Community Profile may still contact the profile offices in the Jubilee Pavilion.

PENTICTON COMMUNITY PROFILE interviewers together make up a profile of the community. Students, housewives and businessmen, among others, volunteered two weeks of their time to participate in an extensive training in interview techniques Friday night and Saturday at the Shatford cafeteria at Pen-Hi.

(Duffy Photos)

Penticton Resident Profile Helmsman

Dec. 1/69
Penticton Herald

Penticton residents will soon participate in the most revolutionary social probe ever taken in Canada—the Penticton Profile.

Co-ordinator of the probe is John T. Young, who has lived in Penticton for many years. His job is to steer interviewers into every corner of the community, to have them probe and listen, and then feed the information to the Sociology department of UBC for correlation and analysis.

"We need 500 local volunteer interviewers to help us with the study," Mr. Young said.

"This is a pilot project, the first one ever done in Canada. Penticton should be energetic in its response to this unique experiment."

Mr. Young hopes that 5,000 householders will be interviewed — 30 per cent of the population—and that probes will be made among senior high school students.

"We want a total picture," he said.

This in-depth study is a joint undertaking of the provincial government and the Sociology department of UBC.

They hope to discover, through surveying a representative city in British Columbia, what influence the government has on family and individual environments, and how citizens feel about a wide range of social matters.

"The government is very concerned about the lack of communication between themselves and the public. Lack of communication seems to be on many levels: local, provincial and federal," Mr. Young said.

Mr. Young's office is located in the Jubilee Pavillion.

JOHN T. YOUNG

THE PENTICTON HERALD 3 Monday, November 24, 1969

INTERVIEWERS CHECK QUESTIONNAIRE

Monday, April 13, 1970 THE PENTICTON HERALD 3

Self- Study Project Initial Results Out

The initial results of Canada's first community self-study project, Penticton Profile, have been released.

The project, sponsored by the extension department at UBC, the B.C. Voluntary Association of Health and Welfare and the City of Penticton, was conducted by local volunteer interviewers who surveyed local residents for personal data and opinion.

During December, 2,904 people filled out and turned in the 135-question questionnaires.

The purpose of the survey is to give an accurate picture of how the residents of Penticton see their city.

On Sunday the profile steering committee will meet at the Peach Bowl to check on the representativeness of the results. This will include checking the response rate against the different areas in the city to make sure that the proportions of people who answered in each area are comparable.

UBC consultants say the purpose of the project is to educate and mobilize citizens on issues of relevance to them and to give planners an idea of community attitudes.

The results of two questions were fed into a computer which showed that almost nine out of 10 young people under 20 in Penticton feel there is no future for them here. Eighty-five per cent of Penticton's young people (31.7 per cent of population is under 25) feel their future does not lie in Penticton.

These figures with the overall statistics which show that only 14.7 per cent of the population feels that job opportunities here are average; while the rest of the population (83.2 per cent) feels there are no opportunities, or did not express an opinion.

Results of another question show that only 28 per cent of those interviewed think present recreational facilities for young people are adequate. The rest (72 per cent) either stated "inadequate or no opinion."

At 7:30 p.m. on Sunday there will be a meeting for all vounteers.

Dr. Hank Rosenthal, project survey director, will attend both afternoon and evening sessions. Study groups will be set up with Nelson Menzies heading the one on education. City council will be responsible for a committee on municipal affairs. The arts council will be asked to cope with the recreation study.

Work of study groups should be finished by June 1.

A community conference is scheduled for mid-June.

Pent. Herald Apr 15/70

Profile Meets Sunday

Results of the Penticton Profile, a self-help study of the city, will be discussed at a meeting of persons involved in the project, at 7:30 p.m. Sunday in the Peach Bowl.

All volunteers who were involved in the survey are invited to the meeting, said Mayor F. D. Stuart.

He said project director Dr. Henry Rosenthal of UBC would be in attendance as will be Audrey Selander, executive director of the B.C. Voluntary Association of Health and Welfare, and UBC consultant - Gerald Merner.

The profile steering committee is to meet at 2:30 p.m. Sunday in the Peach Bowl. It will check on the representativeness of the results.

A total of 2,904 city residents filled out the 135-question survey in December, and the answers were run off on a computer.

Committees are to be set up to consider recommendations based on the survey results.

APR. 20/70

Penticton Self Study Enters Second Stage

By RUDY HAUGENEDER

Penticton Community Profile – Canada's first community self study project—entered its second stage last night.

Aimed at helping British Columbia communitiy problems, the profile was launched last June by the University of B.C. extension department, the Voluntary Association for Health and Welfare and the city.

At the time U.B.C. professor H. W. Rosenthal, project director, said: "The community self-survey concept was designed to involve as many members of the community as possible and to stimulate their interest in, and desire to act upon community problems."

Interviewers, drawn from a cross-section of the community, completed a door-to-door survey (a 135-question questionnaire) aimed at discovering the perceptions and attitudes of the people about the community; what problems they see; what concerns they have.

During December the last of the 2,904 questionnaires was turned in for computer study and analysis.

Yesterday, at the Peach Bowl, the second phase of the study got under way.

A number of study committees were either completely or partially set up to research, in-depth, the areas of concern disclosed by the survey. These committees are charged with making recommendations for solving problems.

Six study committees were organized to study the prevailing problems as disclosed by the survey. They are: Education — headed by Nelson Menzies; pollution — no chairman as yet; arts and recreation — broken down into two subgroups, fine arts and recreation as a civic problem — no chairman as yet; municipal affairs — headed by Alderman T. E. Argyle; and drugs and alcohol — no chairman as yet.

Later in June the third phase – a community-wide conference in which the recommendations of study committees will be considered and priorities established for action — will be conducted.

During the research by the study committees, UBC consultants will conduct any computer analysis required by the study groups to prepare complete reports.

There is a high level of interest — "enough difference of opinion to guarantee group interest in time," Professor Rosenthal, said here yesterday.

"Like you saw, you get enough people talking on a subject and they get mad," he said referring to the second phase of the project which began at the Peach Bowl last nght.

Prof. Rosenthal said the profile represented "an accurate cross-section of local opinion on matters relative to residents."

He said the figures compiled have been compared with surveys done by others including the Dominion Bureau of Statistics and are "a first class sample of opinion, and are in no way non-representative."

More than 50 of the survey's interviewers were on hand at the Peach Bowl last night to learn about the results of their labors during the cold December evenings.

UBC consultant Gerry Merner shared the podium with Prof. Rosenthal in an effort to answer the questions that would be asked during the study committee organizing session.

Mr. Merner said: "Some of the results are surprising. The purpose of the survey is to set majority guides for making decisions (personal and civic).

He cited community day care as an example where the majority of people displayed no support for those who wanted one.

"The profile discloses the idea of the job that lies ahead for the committees in order to transfer a minority opinion into a majority opinion.

"It is a guideline of support and opposition to any project and serves not only the people making the decisions but those wanting change."

Mr. Merner said, "however, not all the results of the survey are exactly clear. Some of them need interpretation."

One profile worker wanted to know why there was a difference in the regional college opinion (72.6 per cent in favor) when the issue was recently voted down in a public plebiscite.

Mr. Merner replied: "Overall opinion was not reflected by the plebiscite. The survey is attributed to a larger group than those ordinarily eligible to vote. Only property owners can vote on a money bylaw."

Prof. Rosenthal interjected and said it would be interesting to get a breakdown on the question.

He said of all those interviewed 55 per cent voted "yes" there was a future in Penticton while 27.7 per cent said there wasn't. Broken down to age categories, the computer showed that 85 per cent of the youth under 20 felt there was no future for them in Penticton whereas 75 per cent of those over 30 said there was.

"The turnout was okay," said Mr. Merner commenting on the 50 people that turned up at the study committee hearing. "Active minorities are always small."

Prof. Rosenthal concluded: "I would like to hear some dialogue between young people and old."

Work of the study groups should be finished by June 1 and sent in by June 6. A community conference is scheduled for June 9 to hear the reports of the study groups.

WHAT HAPPENED TO PENTICTON PROFILE?

PAST

conducted and completed in May, 1970.
mpleted by Penticton Youth.
groups examined problems shown by survey.
unity conference considered recommendation.
ave decisions on methods of implementation
tion.
or concerns of the community became evident.
ave already received action.

d of a Drop-in Centre where young people
major responsibility for directing their own
.
d for a Crisis Line to provide advice and
e by telephone on a 24-hour basis for
in trouble.

The re-establishment of a Recreation Commission on a widely representative basis to plan policy for recreation programs and the use of recreational facilities.
The need for a full-time Recreation Director to be appointed.
The need for effective measures to prevent the further spread of air, water and soil pollution.
The need for a comprehensive community program to deal with problems arising out of the abuse of drugs and alcohol.

Some of these needs have already been met and action is being taken on others. As you are aware City Council is making available the Armoury building and renovating it for a Youth Centre and the Rotary Club and other citizen bodies along with the young people are working toward making this a reality in the very near future.

A Crisis Line has been operating since July and has an average of over 250 calls per month. With regard to the Recreation Commission, Council has asked other organizations and citizens for suitable names of persons to be recommended to a re-appointed Commission and has not yet received any names. The appointment of a full time Recreation Director has been under study by Council for some time.

Pollution control has and is receiving much at tion from the Okanagan Water Basin Board, the Un Board of Health, Council and private organizations. tertiary treatment plant, the first in Canada, is be built in Penticton to further prevent water polluti Other steps such as prohibition of burning garbage collection areas and the collection of out of date prohibited sprays have been taken.

The Family and Children's Court and many o groups in the community have been looking into c finding some solutions to the Drug and Alcohol Abu and education on this question is on-going.

RECOMMENDATIONS

r valuable recommendations for action are
v and it is hoped that these will be dealt with
rse.
in-depth study of educational needs and fac-
s should be made. Study group should include
nt grads, students and adults.
e effective advertisement of social services in
community.
munity social action committee be established
esearch social needs, establish new agencies
co-ordinate existing agencies. The Penticton
District Health and Welfare Assoc. was set up
o just this job and has been doing it where
ble.
nded community sponsored mental health services to include community wide prevention programs as Family and Marital Counselling, Big Brother and Sister organizations.

5. Re-opening of Penticton and District Health and Welfare Assoc. investigation of need for Day Care Services.
6. Preparation of a Brief from this community to the Provincial Cabinet regarding Dental Services and regarding the cost of Prescription Drugs with copies sent to affected bodies.
7. Provision for Intermediate Care Homes for elderly citizens.
8. Low cost housing for citizens.
9. An enclosed pool should be considered as should more ice space.
10. Improved stage facilities in High School Auditorium, Peach Bowl and Community Arts Bldg. for concerts and stage shows.
11. Consideration should be given to beautification of Industrial Area especially in region of Northwood Mills and Okanagan River channel, and could include bridle and cycling areas and walking paths, Parks for special needs such as the elderly and adventure type playgrounds for children.
12. Since the Penticton and District Community Arts Council is deeply interested and concerned with all the facets of the Arts and since we have in our membership people who are active participants in such artistic endeavors we would strongly recommend that the Town Planning Commission consider inviting the Community Arts Council appoint a representative to be part of, or act resource personnel on, the Commission or a committees thereof.
13. Suitable and safe facilities for Art Exhibitions provided.
14. Schools be urged to include more and better fa ilities in all phases of the Arts.

A number of the above concerns are being studied a action has been taken on some by community grou organizations and City Council. Due to the vast wo required for the accomplishment of the above concern the groups, organizations and City Council will need th assistance of all citizens of Penticton.

PROFILE STUDY

that have been entered into the questionnaire are in all cases the per- ... concern.

How do you think the above school facilities should be financed?

PHONE..... ADDRESS.....

PROFILE STUDY (Continued)

of the following Social Welfare services did you know
e was available, have you used it in the last 2 years?
ensions (aged, blind, disabled)
sed

	yes	10.1

inancial help
sed

	yes	7.5

ild protection
sed

	yes	2.9

ild care
sed

	yes	4.7

mily counselling
sed

	yes	3.6

support any increases in aid which the welfare
ight offer?

yes — non-financial	21.8
yes — financial	10.
yes — all support	16.5
no	20.8

le feel it is their responsibility to report neglected
ther people feel they shoud not report on other people.
ld you do?

report	81.1
not report	7.3

llowing community services not yet available.
mily planning clinic and counseling

desirable	67.2
(b) Mental health centre	desirable 80.4
(c) Nursing home	desirable 79.9
(d) Clinic for older people	desirable 77.
(e) Dental care in the public schools	desirable 77.1
(f) Kindergarten in the public school system	desirable 63.9
(g) Fluoridation of water	desirable 55.8
(h) Youth hostel	desirable 64.6
(i) Accommodation for migrant workers	desirable 37.8
(j) Hostel for transients	desirable 24.6

If available in the community, would you use the following:

(a) Day care centre for children	yes 20.2
(b) Chronic care or nursing home for adults	yes 45.6

WE WOULD NOW LIKE SOME INFORMATION REGARDING YOURSELF RATHER THAN YOUR OPINIONS.

Age last birthday

10-20	17.1
21-30	11.
31-50	33.
51-65	19.
over 65	15.5

Marital status

married	
widowed, divorced and separated	
Single	

Number of children in family (at home)

none	
one	
two	
three	
four	
five or more	

Do you own or rent your home?

own	
rent	

Are you on the municipal voting list?

yes	
no	

Do you work inside or outside Penticton?

inside	
outside	

Which of the following most nearly represents your total family income (after deductions)?

less than $2001.00	
$2001.00-4000.00	
$4001.00-6000.00	
$60001.00-8000.00	
$8000.00-10000.00	
$10001.00-15000.00	
$15001.00 plus	

Sex

female	
male	

PRESENT

ny of the major concerns remain unsolved.

are publicizing the profile to let the community know what major problems and areas of concern are.

icit people of the community to volunteer their time and tal-ts to help remedy the problems and areas of concern.

? FUTURE ?

Community meetings will be held for YOU to attend to organize plans of action to solve problems and make Penticton an even better community to live in.

Cut Here

SEND IN THIS INFORMATION SLIP

THIS IS WHAT HAS BEEN DONE IN THE PAST

Are you interested in further action?

What specific questions are you interested in?

Cut out this slip and return to City Hall or wherever you pay your light and water bill.

Cut Here

NAME.....

PHONE.....ADDRESS.....

How Did Penticton Profile Originate ?

This is a first-of-its kind Pilot Project designed by the Extension Department, University of British Columbia and the Voluntary Association for Health and Welfare. A special grant of $5,000 was provided by Department of Social Welfare to cover consultation costs. It is hoped that it will be a prototype for Community Development projects in other cities.

What Is It All About ?

The keynote of Penticton Community Profile is maximum involvement of all citizens in decision-making to bring about community improvement.

(All are welcome — ratepayers, students, housewives, businessmen, pensioners, professionals, working people, elected officials).

It will provide opportunity for all to make their views known, and open up new channels of communication between citizens and their governments. This will help solve problems of apathy and disinterest evident in so many municipalities.

Penticton Profile will create a new framework for translating peoples' ideas into constructive community action. It is an investment in Penticton's future.

A 3 - Stage Program Of Survey, Study And Action

1. Comprehensive survey of community opinions. Each household to be interviewed, plus students.
2. Study Committees to follow up the Survey with more research and formulate proposals for action.
3. Priorities Conference to determine priorities for community action, and appoint committees to work with appropriate agencies to ensure implementation. This conference will invite all groups, societies, agencies, government departments, and institutions, as well as all Penticton Profile volunteers to participate actively.

How Is This Ambitious Plan To Be Implemented ?

As pointed out above, is receiving some very unique support from the Provincial Government, from U.B.C., Department of Extension, and the Voluntary Association for Health and Welfare. The Penticton City Council is providing excellent back-up support.

What is needed NOW is manpower—lots of it. In fact, we need some 500 committed persons prepared to give maximum time during the concentrated 2-week campaign period (November 23 - Dec. 7 Approx.)

All kinds of Volunteer help will be required — Team Captains, Interviewers, Typists, Tabulators, etc. With YOUR help and that of 499 other community minded people, we will be able to make a notable contribution to the quality of life in Penticton.

The Committee Of 500

Volunteers in this challenging project will become members of the COMMITTEE OF 500. We know from the response to date that the list of volunteers will become an Honour Roll in Penticton. We invite you to get in on the ground floor, now! The rewards will be manifold:

1. Opportunity for meaningful discussion.
2. Getting a new perspective on Penticton.
3. Deepened knowledge and understanding of your community.
4. Opportunity to participate in Study Committees.
5. Opportunity to participate in Priorities Conference.

A PUBLIC OPINION SURVEY

Penticton Community Profile

Invites You

To Join The

COMMITTEE OF 500

Honorary Chairman: His Worship Mayor Stuart

Co-ordinator John T. Y[illegible] 492-4103

Appendix D

Report on Community Self-Survey Budget, Dec. 15, 1969

Expenditures

Extension Consultant Fees (17 trips)	1700.00
Consultant Fees (Wm. Foddy, G. Merner, Wm. Reimer, V. Ujimoto)	600.00
Travel & Accommodation for Consultants	934.61
Grant to S.F.U. Film Workshop to cover travel and accommodation (July-September)	500.00
Telephone	87.30
Printing, City of Penticton	548.85
Printing, Extension Department	358.00
Resource materials	47.64
Co-ordinator Salary	750.00
Co-ordinator Expenses	62.50
Part-time Assistance	60.00
Miscellaneous	75.00
TOTAL:	$5723.90

Revenues

Grant from Department of Social Welfare	5000.00
Grant, City of Penticton	750.00
Total Revenue	$5750.00
Total Expenditure	5723.90
BALANCE:	26.10

Estimated Budget for Penticton Profile, 1970

Sociology Consultants	600.00
Extension and V.A.H.W. Consultants	1000.00
Travel and accommodation	1000.00
Printing and Publicity	300.00
Computer Services	200.00
TOTAL:	$3200.00