

your **CITY**

your **VISION**

**YOUTH RETENTION
ADVISORY BOARD**

City of Charlottetown

Letter from

YOUTH RETENTION ADVISORY BOARD

In 2014, Mayor Clifford Lee and members of city council committed to making Charlottetown a more attractive place for young people to live, work and stay. Council understood that in order to achieve that objective, it needed to better understand what was important to its youth and what the youth saw as Charlottetown's strengths and weaknesses; and to use that knowledge to work with relevant stakeholders to develop a Youth Retention strategy which would assist in stemming the flow of the city's youth from leaving not only Charlottetown, but the province as a whole.

In an effort to move forward, council established a Youth Retention Advisory Board, chaired by Councillor Kevin Ramsay, with four youth members from the community whose role was to lead the process of determining why our youth were leaving. The original board was made up of, Zac Murphy (25), Haley Doherty (24), Ryan Casey (25) and Drew MacEachern (24).

The advisory board's first main initiative was to hear from the community of young people within the city. The team partnered with Fusion Charlottetown to survey young people between the ages of 16-30, who currently live within

Charlottetown. The survey was constructed to reveal a more comprehensive perspective of how the city's youth view Charlottetown, and what they believe are important areas for the city to focus on to help combat the retention problem the city is currently facing.

The survey covered various topics to help gain a unique perspective of how our urban millennials view their lives from work to entertainment and everything in between. The survey garnered close to 800 responses over a four-week period.

As the advisory board began to process the responses of the survey, many of the issues felt by respondents affected members of our own board. The inability to find employment within their field of study, or obtaining full-time permanent work not based on a short term contract, influenced some members to leave Charlottetown and find meaningful employment elsewhere. The resignation of three committee members, while ironic, echoes the current issues facing our young people when it comes to earning a "livable" wage and staying long-term in Charlottetown.

After consideration of the survey responses, and meeting with young community leaders

and influencers to discuss our findings, we have found Charlottetown millennials want our city's municipal government to focus on employment, affordability, safety and transportation issues immediately. The board feels that if these issues are not dealt with in a timely manner, the city will continue to lose its youth, which in turn will severely hinder its chances for a prospective future.

We invite you to review this report to gain a better understanding of the values of our youth and how you can become a part of the growth of our community. We encourage members of the youth community in Charlottetown to further engage themselves in the development of our city, building a strong and prosperous community to motivate more young people to stay, live and grow in Charlottetown.



Alex Youland



Zac Murphy

RECOMMENDATIONS

As a result of the feedback received from this survey, the Youth Retention Advisory Board was asked to come up with some actions for council to consider. After going through all the data from the survey, the board held a focus group made up of a diverse group of community leaders. The group included members from Fusion, UPEI Student Union, Island Recruiting, Young Liberals, Province of PEI, as well as many other groups. The goal of this focus group was to talk about the common themes and suggestions that came from the data, and create a list of recommendations to bring forth to city council. The group was provided with a draft of common themes, data, and suggestions that stemmed from the survey. The group was asked to discuss ideas from each section and come up with attainable recommendations for both the short- and long-term future of Charlottetown. Many of the suggestions and topics from the survey do not fall under the jurisdiction of the municipal government and it was discussed that it would take cooperation from all levels of government

and from other community stakeholders to make these recommendations work, which leads us to our first recommendation:

1

Create one “Youth Council” to meet quarterly, working towards common goals. Representatives from:

- Federal Government
- Provincial Government
- City of Charlottetown
- Fusion
- Biz under 40
- 21 Inc
- Etc

A council such as this one could begin to tackle the current employment issues that Charlottetown and PEI as a whole face, such as the ability to earn a livable wage, and find employment opportunities. By working together, instead of in silos, these issues become much more manageable.

2

Create a “Safe Spot” - a spot to meet people to complete online transactions from Kijiji, Facebook groups, etc. Monitored by video 24/7, well lit, and patrolled frequently.

3

Create a Park & Ride program during the winter months, for critical snow clean-up days.

4

4. Create one central website for information on Charlottetown - a calendar that any organization can upload their events to. It should include useful information for youth regarding entrepreneurship, mental health services, etc. This website should be a separate site from www.charlottetown.ca

5

Make changes to the taxi bylaw. There is a need for reform as this has not been looked at since 2008. There is too much inconsistency amongst drivers; it should be the same cost every time for the same route. Explore apps being used successfully by other municipalities.

6

Promotion of a Car-Free day.

7

Establish a community space for bands to practice, for artists to work, and for hosting chem-free shows. This could be done through a membership program.

8

Create a video and other promotional initiatives that showcase Charlottetown as a hub for young people (check out recent video by Halifax!). Perhaps a series of short videos to help attract youth and new business

9

Turn the vacant parking-lot by the convention center into a green space/food truck area, with access from the water as well.

10

Promote/sponsor the ongoing lunch & learn initiatives by mental health groups, Fusion, Biz Under 40, etc.

11

There is a need for a better relationship between the city police and the community. A good start would be focusing on their social media presence similar to the RCMP initiatives.

12

There should be more walking patrols by the city police in high traffic, downtown areas, especially at night. Safety for young women was a concern among survey respondents. Promote a zero tolerance for sexual harassment week, with workshops and sessions on what help is currently available.

13

Have a City of Charlottetown sponsored Mental Health Week.

14

Make city parks more attractive, perhaps commission some artists to do some art for them. Promote them as possible venues for events.

15

There is a major concern with many bylaws the city currently has in place, and how backward thinking they can be. Perhaps some consultation with youth on these matters would help. We understand they cannot all be changed overnight, but it currently seems the voice of a select few can severely impede new business or new ventures from coming/succeeding in Charlottetown.

16

Get the T3 routes onto Google Transit. This is a free service; someone just needs to take the time to upload them.

17

Move the farmers market to the Founders Hall building. There is currently no grocery store in the downtown core, and this location would be a high traffic area during the summer months with all the foot traffic from the cruise ships. There could also be a space in the building used as an arts collective space, used for bands to practice, artists to create, and the hosting of chem-free events/shows.

18

Promote the Confederation Center Library as a hub for youth to use, similar to what Halifax has done with their public library.

71%

replied that they have a *college degree* or *higher*.



46%

of those respondents stated that they are *not currently working* in their field of study.

When asked if Charlottetown is *supportive* of green initiatives

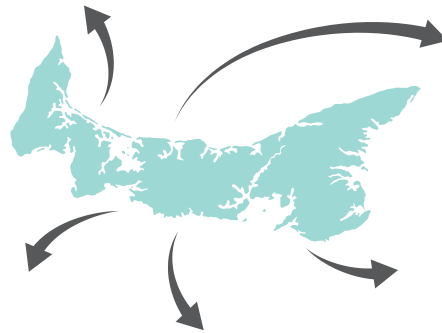
63.8%



YES

47%

of the youth respondents are actively seeking work *outside of the province*.

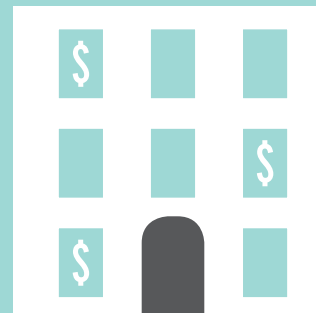


49%

of respondents are currently *renting* while

53.8%

of respondents feel that cost of living in Charlottetown is currently too expensive compared to the conditions and state of the available units.



70%

of youth who took the survey *have their own vehicle*.

59%



responded it was *very difficult* or *difficult* to meet new people in Charlottetown.

64.5%

responded that they do currently
play amateur sports.



83%



of respondents replied it was
very difficult or *difficult* to find
access to *funding for the arts.*

58.6%

of youth who replied
to the survey are *very*
dissatisfied or *dissatisfied*
with the current *public*
transportation system.



“

After filling out this survey, I have realized that Charlottetown isn't that bad. I have lived and traveled overseas and often find myself comparing PEI to other places, and have realized how far Charlottetown has come.

”

“

I think this is a worthwhile survey and I applaud the fact that someone is analyzing this data. It's needed. It's relevant. I moved here with my wife and two young children because we had heard how nice the Island is in the summertime (it's phenomenal). However, we quickly realized that we needed to leave before our children were old enough to attend school out here. We would be doing them a disservice if we raised them in this culture. I firmly believe that it would stunt their growth as people and dramatically limit their opportunities for success. The Island is a very nice place to visit...but living here long-term, especially when you are young, is extremely, extremely self-limiting. If we are still here in two years, I would be shocked.

”

DEMOGRAPHICS

As mentioned previously, the age range targeted for this survey was ages 16-30. The average age of the respondents was 24, 62.8% of these were female respondents, 36.8% were male and 0.4% identified as other. When asked the highest level of education completed, 71% replied that they had a college diploma or higher.

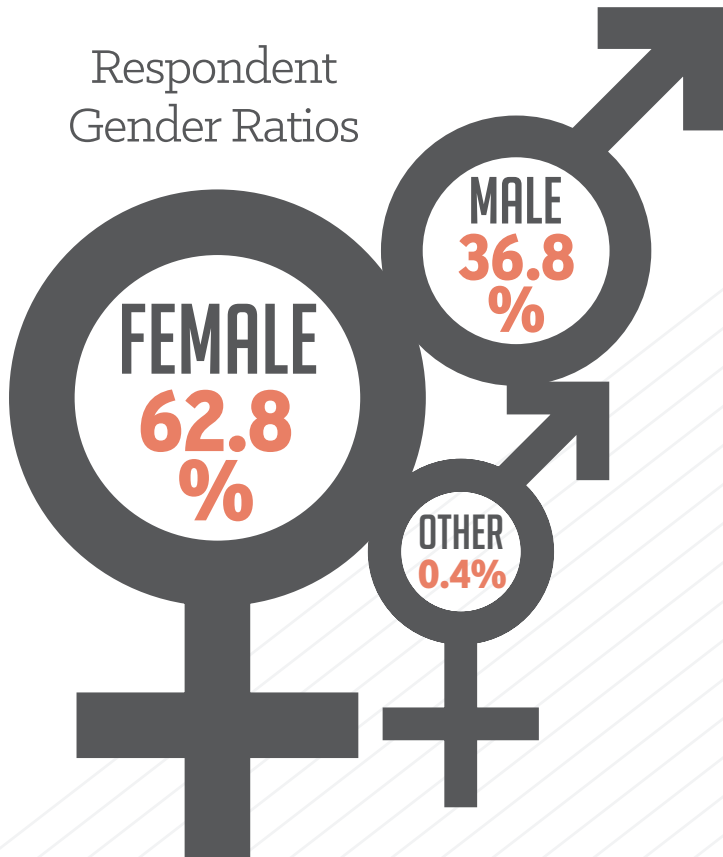
Ave. Age surveyed

16-30



24 Average age of the respondents.

Respondent Gender Ratios



71% replied that they have a college diploma or higher.



EMPLOYMENT

Employment was major topic throughout the survey, more specifically underemployment. The lack of jobs that provided a “living-wage” was of paramount concern to many of the respondents. Millennials face different challenges than their parents before them such as a shrinking workforce, with jobs being outsourced to cheaper labor areas or jobs being replaced completely by automation. The workplace is also a much more competitive landscape than it was 20 years ago. As mentioned above, 71% of our respondents

have a college degree or higher, this means more people are competing for fewer jobs, regardless of their qualifications. Another major issue youth are currently facing is a mountain of student debt upon completing their degree or diploma. Compound student debt payments with the already high cost of living, and this makes for a perfect storm scenario.

This leads our youth to seek employment that is not only relevant to their field of study, but also

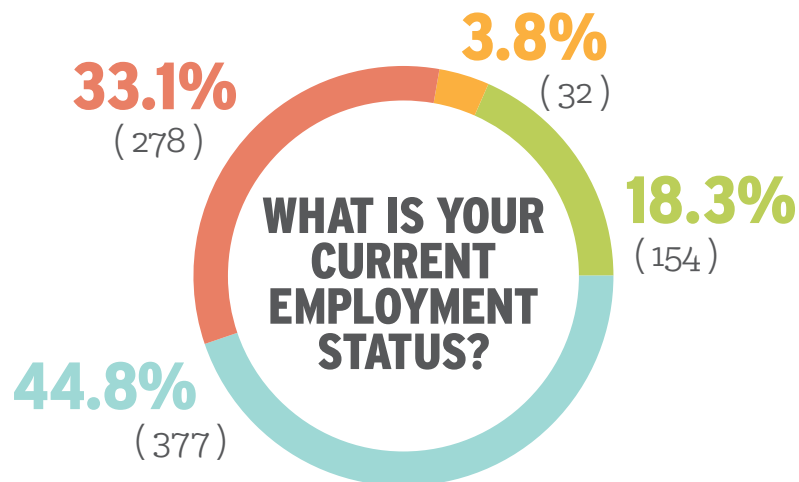
employment that offers them a “living-wage.” The current state of affairs in Charlottetown simply does not allow for many young people to find meaningful and economical work, forcing them to look elsewhere regardless of whether or not they would like to stay.

There is also a major disconnect between graduates and employers when it comes to work experience. Youth are frustrated because many entry level positions require three to five

“

After living outside of the province, I have observed how behind the times PEI can sometimes be. While the rest of Atlantic Canada is jumping on the knowledge-based economies and ICT infrastructures and clusters, PEI does not seem to be part of the conversation. Entrepreneurial thinking is what is starting to make other cities (Saint John, Fredericton, Moncton, Halifax, St. John's, Sydney) thrive. Charlottetown needs to make it easier for a startup scene and entrepreneurial ecosystem to thrive. It needs a more millennial economy where young people can find meaningful work that has a triple bottom line - social, environmental/ecological and financial. Our generation needs to feel that our footprint in home, life and work has been socially conscious, environmentally friendly while still generating profit. I know many people in Charlottetown who have made this work for them, and if you are an entrepreneurial mind you can make it work for a while like I did consulting in the city, but eventually people are going to cave and go out of province for stable employment. We need the infrastructure and business landscape/ecosystem to make these things possible.

”


 Working Full Time

 Unemployed

 Working Part Time

 Self Employed

How satisfied are you with your current employment?

VERY DISSATISFIED

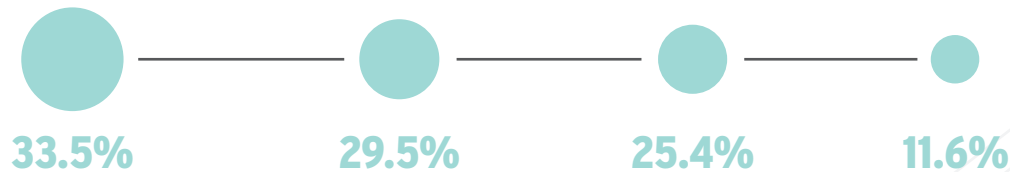
VERY SATISFIED



How satisfied are you with your current income?

VERY DISSATISFIED

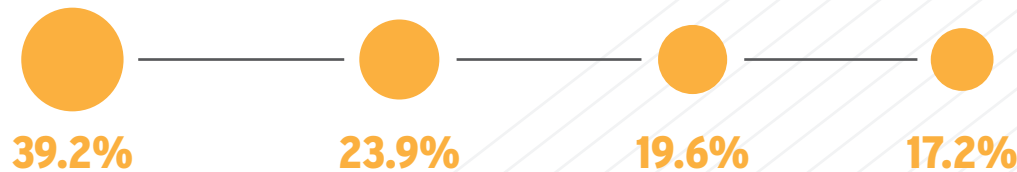
VERY SATISFIED



How hopeful are you that you will be able to advance your career in Charlottetown?

NOT HOPEFUL

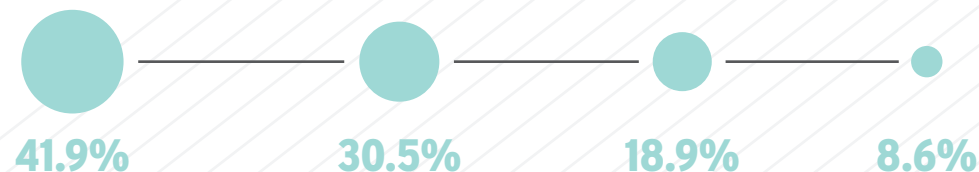
VERY HOPEFUL



How difficult was it for you to find work in Charlottetown?

VERY DIFFICULT

VERY EASY



53.8% YES
(449)



NO 46.2%
(385)

46.8% YES
(391)



NO 53.2%
(444)

HOUSING

“

Subsidized or lower rent. (We need) programs to help guide young adults to become rent free and purchase their first house. We had a difficult time doing it alone and helpful advice was difficult to find here. Some people and real estate agents didn't even want to talk to us or help us because we were young. We were lucky enough to find a great agent who went above and beyond for us. Without him we may still be going into debt trying to pay rent. Since buying we have been paying off our debt and it feels great. The mortgage is 1/3 the cost of rent for a bigger space.

”

The findings of our survey show that 49% of respondents are currently renting while 53.8% of respondents feel that cost of living in Charlottetown is currently too expensive compared to the conditions and state of the available units.

Many of the young people who are currently renting share a widespread concern that when it comes to the quality control of the spaces they are renting, there is just not enough accountability on the part of landlords. Many individuals feel that the units that are available within the city – that are within their budgets – are either rundown, dated or dangerous and, often times, not pet friendly. We feel that if the city was to encourage landlords to take a more active approach to following rental regulations, more people would feel comfortable renting and staying within the city.

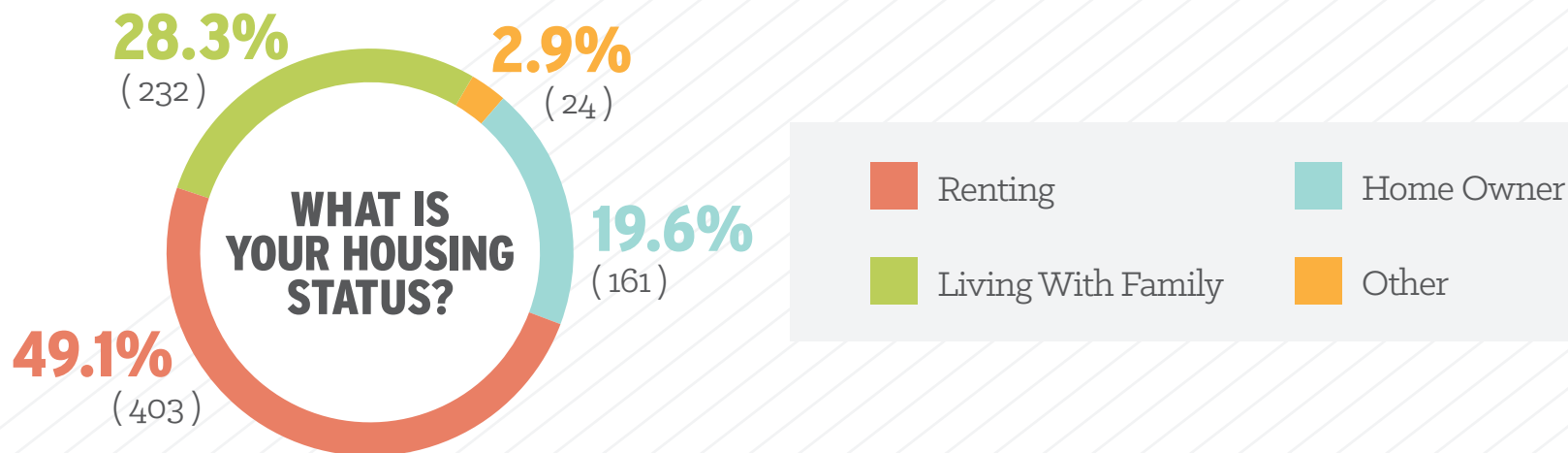
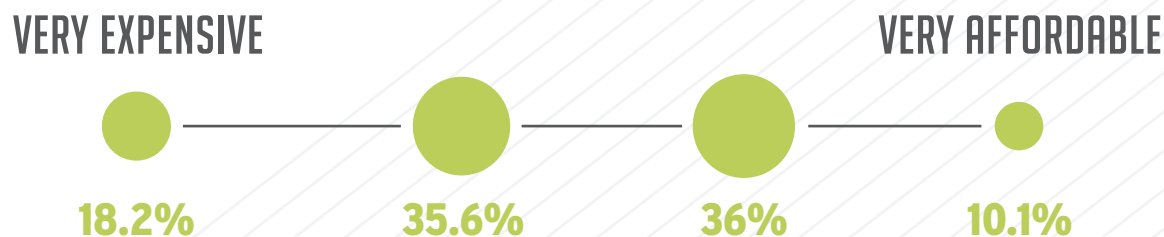
There was also mention of the development of the many new condominiums within the city. Many

respondents feel that the units are built to attract an older clientele and the cost associated to rent these units are much higher than our youth are able to afford. It was said that these units encourage an older group of individuals to live in the downtown Charlottetown area while younger individuals are being pushed out of the city.

Another issue felt by many was that the vacancies within the city do not fit the budgets of respondents

based on their current income. Youth within Charlottetown would benefit from programing developed by the city to help educate and guide our youth in purchasing their first homes or budgeting for living on their own. Many individuals also spoke on how the city could help many of its young people plan to stay on the Island and purchase their first homes by providing a form of a home buyers tax credit.

How affordable is it to live in Charlottetown?



The background is a solid teal color with a pattern of white-outlined letters from the alphabet scattered across it. A diagonal gradient overlay, transitioning from a lighter teal to a darker teal, is positioned in the upper right corner.

HEALTH & WELLNESS

We wanted to hear from youth about some of the barriers that exist to accessing healthy food and leading a healthy lifestyle here in Charlottetown. Many reported that some of the biggest barriers to accessing healthy food were high costs, accessibility, and lack of education. Several responses noted that there is no grocery store, or access to organic and local food in the downtown core. Many mentioned that paying for healthy food can be very difficult on a limited budget and that it often comes second to paying rent and student debt. This could be combated by creating a youth community gardening program in the downtown core.

Our responses suggest that food security and sustainability are certainly priorities for youth. Young people are committed to supporting local and investing in urban agricultural initiatives, but many responses highlighted the fact that there is an education barrier when it comes to healthy eating. Youth need access to learning opportunities on budgeting, food preparation and nutrition.

Improving support services for mental health and addictions is also a priority for youth. Many referenced the need for collaboration from all levels of government to improve services and reduce wait times for community support. The most common theme, however, was that we, as community, must begin to tackle the stigma that is attached to mental illness and addiction. We feel a mental health awareness campaign, put on by the City of Charlottetown, could be a step in the right direction and a proactive approach to this issue. The campaign could touch on services that are currently available, workshops and, most importantly, just starting the conversation which will help reduce the negative stigma and shame that can be associated with getting help for mental health and wellness.

“

Eating healthy is expensive; the only reason I can afford to eat healthy is because I have a garden. Before I had the ground space to garden I had a container garden on my tiny apartment patio. A few plants make a huge difference, maybe there could be a “Seed and Soil” program where low income youth could get discounts on these startup items, donations from greenhouses, or more community gardens.

”

How easy is it for you to access healthy food?

VERY DIFFICULT

VERY EASY



“

There are large gaps in mental health services on PEI but this does not squarely fall on the shoulders of the city. I think a campaign promoting what is available and starting conversations will help to reduce the negative stigma and shame associated with getting help for mental health and wellness, especially when everyone on PEI talk.

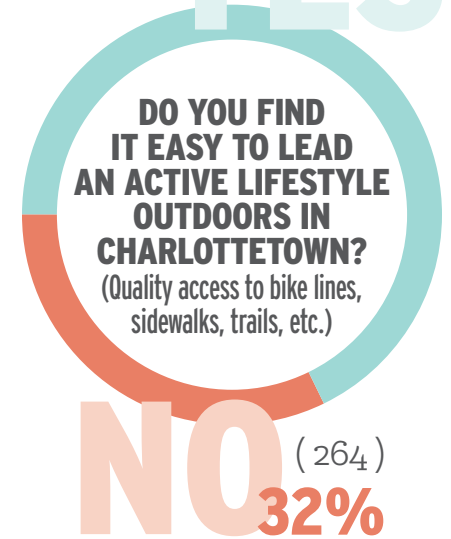
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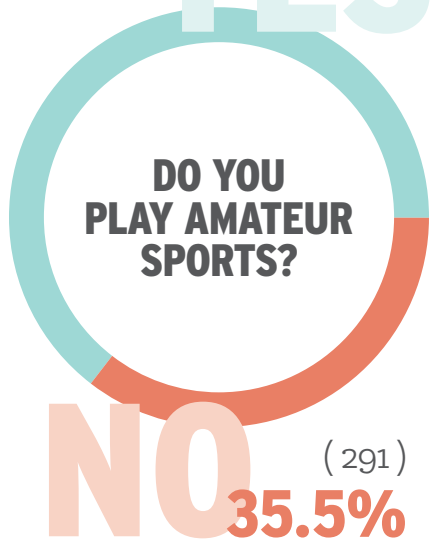
I would also like to see a more proactive approach being implemented when it comes to mental health. Many initiatives are in place for the responsive side of mental health but I think there is a lot of work that can be done to educate youth and adults on healthy lifestyles that can promote positive mental health. There are unique challenges that Islanders face, such as seasonal employment, that are huge factors to consider when offering support.

”

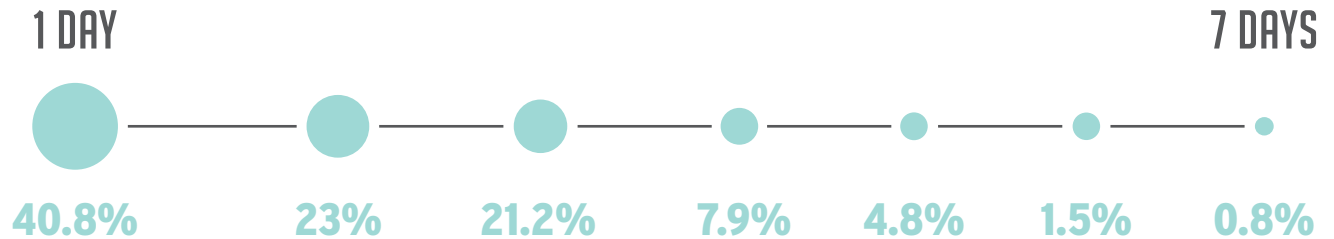
68% YES
(562)



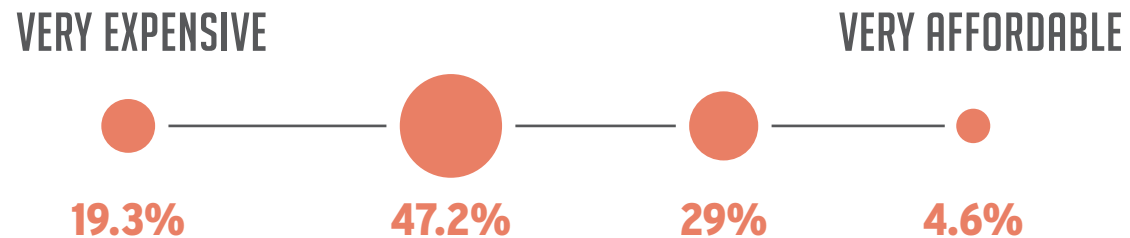
64.5% YES
(529)



If yes, how often do you play (days per week)?



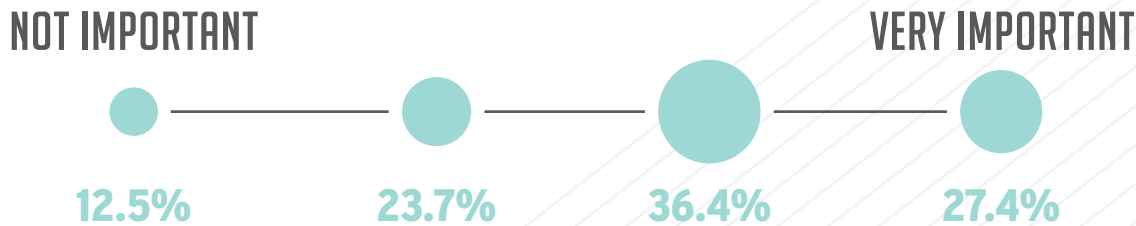
How affordable are sport and recreation opportunities in Charlottetown?



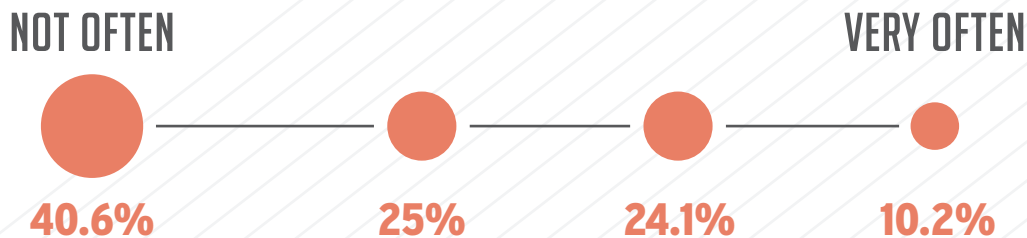


When asked about barriers that exist to leading a healthy lifestyle, another common theme in the responses was the need for safer bike lanes and sidewalks. It was also apparent that many are limited by the costs of gym memberships. Furthermore, many respondents referenced a poor attitude and mentality that exists toward fitness and activity. There are currently many recreational and amateur sports leagues and teams in Charlottetown, but we feel the city could help encourage people to participate by providing promotion for the existing leagues, as there is currently a significant lack of awareness. Other suggestions included increasing funding for amateur teams and investing in programs that offer second-hand equipment.

How important is a vibrant sports scene in Charlottetown?



How often do you support local sports teams?



“
There also isn't really anywhere for young people to go and socialize that doesn't cost money. People go to hang out in coffee shops and restaurants; they end up consuming sugary/fatty foods and sitting around because they're required to do so in order to socialize. Break that trend by creating a non-commercial space for young people to hang out, one that is dedicated by something other than profit.
”

SAFETY & SECURITY

“

There is often a separation between police departments and the public. Social media has been useful to connect our police with the public in a non-confrontational manner. It would be good to see more initiatives where police are reaching out to the public to gain more trust and build a good relationship in order for people to feel more comfortable engaging with police in instances of family conflict or domestic violence.

”

“

As a woman, I do not feel safe walking early in the morning and once it gets dark outside.

”

A core theme in this section was the need for more engagement between the public and the police to create a more positive relationship. Some suggestions included having more police patrol on foot or bicycle and the use of social media, similar to what is currently done by the RCMP.

There is often a separation between police departments and the public. Social media can be a useful tool to connect our police with the public in a non-confrontational manner. It would be good to see more initiatives where police are reaching out to the public to gain more trust and build a good relationship in order for people to feel more comfortable engaging with the police.

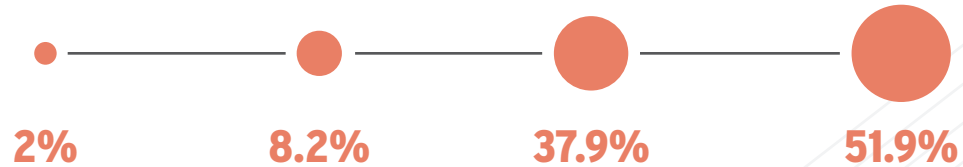
While many respondents reported that they felt Charlottetown was a safe place, some female respondents reported that they often feel unsafe in the downtown core at nighttime, and felt young women are being harassed. There was also some concern among female respondents about the use of “Rohypnol” at local bars and night clubs. While this problem is certainly not native to just females, there seems to be more reports of it happening to them. The city could work with the police force on this and put on an awareness campaign for zero tolerance for sexual harassment. Workshops for young women could be provided on what to do in those situations and letting women know that it is okay to report these incidents, as many currently go unreported.

There should also be a creation of a “Safe Spot” in the Charlottetown area for completing transactions from online shopping and trading.

How safe do you feel living in Charlottetown?

VERY UNSAFE

VERY SAFE



This spot would be in a well-lit area, monitored 24/7, with routine check-ins from the police.

Another common theme was the concern over an increase in the number of mental health and drug and alcohol addictions in Charlottetown. It's critical that we increase community supports to address the issue. While the city cannot face these challenges alone, there are areas that could certainly be improved on, such as an expansion of the current needle drop-off program so that it is available to any business in the downtown core with a public washroom.

“
Catcalling is a problem in Charlottetown. I've been followed by strangers and told very explicit things when I'm just trying to walk to and from work.
 ”

“
Our cab situation here is atrocious. I've seen a lot of negative talk about Uber, but I think something like that would be great for the city as our current services are lacking. There seems to be no accountability for cost, customer service is poor and I don't know how many times I've felt unsafe or uncomfortable with a driver. As a young woman I don't feel safe taking a cab and I think that's a pretty big indicator that something needs to change.
 ”

TRANSPORTATION

“

I think a lot more people would use public transportation in Charlottetown if a) buses said where they were going (digitally on the front of the bus) / the name of the route b) bus stops were placed in regular locations around Charlottetown and we're easily accessible c) the buses used an electronic system to say what stop they were approaching for the riders on the bus d) bus routes were mapped out at every stop and times the bus came to that stop were there and e) most importantly an online site containing all information about routes, stop times or better yet an app.

”

When asked what form of transportation respondents relied on, 70% replied that they own their own vehicle. Many stated that they would use the transit system more, if it was more reliable, had better schedules, more locations and had better communication to citizens. The feedback from this section suggested that the current state of the public transit system in Charlottetown is major concern for youth. Even something as simple as someone taking the time to upload the routes into Google Transit (which is a free service) would be a major improvement.

Another major concern from this section was how our taxis currently operate. There seems to be no rhyme or reason for how much they charge, their availability, and the actions of some of the drivers. Many young women said they will never take a cab alone, as they feel unsafe or uncomfortable. Drinking and driving has become a major issue on Prince Edward Island, and with most of the bars being in the downtown core it is even more relevant there. Something drastic needs to be done to improve our transportation infrastructure, as its current state is simply not feasible.

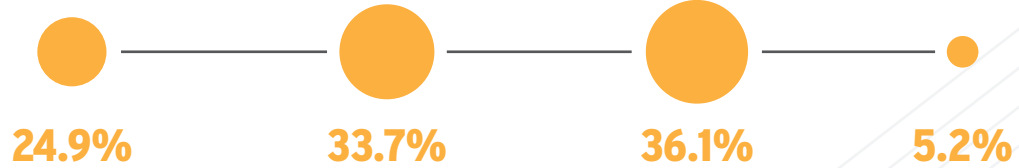
With such a high percentage of youth and Islanders in general owning their own vehicle, we feel a promotion of a car-free day would be a great green initiative for the city, and would perhaps give many people the chance to try the transit system who may have never had a reason to before.

Another common theme from this section was the issues during the winter months with parking. On critical snow clearing days, it's imperative that the

How satisfied are you with the city's public transport?

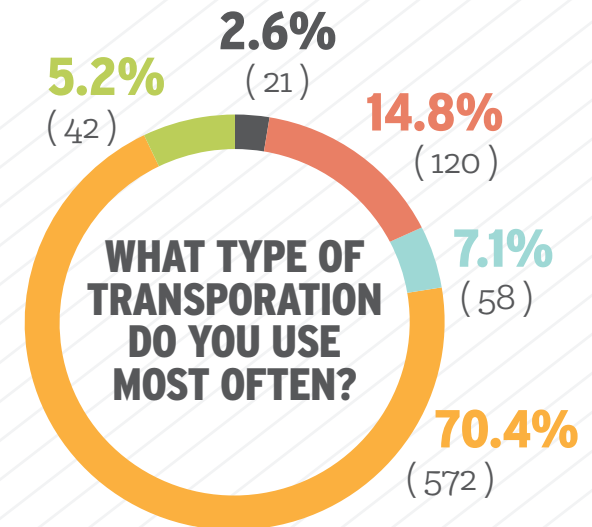
VERY DISSATISFIED

VERY SATISFIED



“
There needs to be more initiative to encourage residents to use public transit in order for it to be properly funded to expand its current capacity. Education regarding the availability and different well-visited venues along the routes. Assessing for if it would be beneficial to have night buses downtown to bring people home from bars, etc.
 ”

City utilize a “Park & Ride” option for people who live and work downtown. The inconvenience and extra time it takes the snow plow operators to clear the downtown area after a heavy snowfall is crucial, leaving less traveled side streets and other roads uncleaned for the majority of the day. This is an avoidable scenario, and with better promotion and communication from the city, can be easily fixed.



- I own my own vehicle
- Walk
- Public Transport
- Other
- Bicycle

ENVIRONMENT

“

Encourage more events to be held in the park squares around town. There's the occasional politician's strawberry social, but these parks could be much better used. Parks give people a sense of community. And, people aren't spending enough time outside.

”

“

Maybe if the city advertised the parks as possible event spaces, it would open people up to the idea of using them for children's birthday parties, family picnics, or even a Frisbee league - like you see so much of in bigger cities' parks.

”

Most of the youth who completed the survey felt Charlottetown was already doing a good job in regards to being supportive of green initiatives and how much green space is currently in Charlottetown. There were, however, some suggestions on how the city could expand on their current green initiatives. Many talked about utilizing the city's park squares more, such as more events similar to the Tragically Hip concert that was held at Victoria Park. Other ideas include: promoting the parks as possible event spaces; opening up the Charlottetown event grounds during the summer as a possible location for a dog park; or renting the green spaces out for an ultimate Frisbee league, etc. These parks give people a sense of community, and could be better utilized.

There were also some suggestions to use the Founders Hall building as a new location for the Farmers Market. There is currently no grocery store downtown, and many people talked about the inability to access fresh local food in the downtown core. Another way to approach the problem of

lack of local produce in the downtown core could be the implementation of "Seed & Soil" program (community gardens) in the downtown area.

There are currently no incentives for saving on energy similar to the "Ontario Save-On Program." Implementing a program like this, in partnership with the province, would be a welcomed change. Even creating eco-challenges for businesses in the Charlottetown area, with incentives attached to them, would be great way to promote a greener environment.

Many commented on the lack of recycling pick-ups. Recycling is currently only picked up once a month, often leading to people throwing their recyclables into the waste bin, rather than sorting them. More frequent pick-ups should be implemented. In addition to this, more cigarette disposal posts should be added around the city as there were many comments on the lack of these in the downtown area.

“
Promote using alternative transportation to work (carpooling, biking, walking), create eco-challenges between offices, educate children from a young age the importance of the environment.
 ”



The most common theme from this section was the “come from away” attitude that many islanders express towards people who move to Charlottetown. People who were not raised here often find it hard to integrate into new social groups, and find there aren’t many social gatherings that can help break this barrier, as most activities stem from already established social groups.

More community oriented events geared towards 19-40 year olds that don’t involve alcohol would be a great addition to our community. As a small community where many grew up with each other or know one another from different social settings, it is hard for someone new to Charlottetown to meet anyone other than at a bar or a mixer. There are currently many events for both children and seniors but the city is lacking in these events for young adults.

“

A small community where everyone knows each other makes it very difficult to meet new people. I work alongside many people from other provinces, who find it very difficult to meet people outside of work. Activities stem from well-established social groups and it is a challenge to break in.

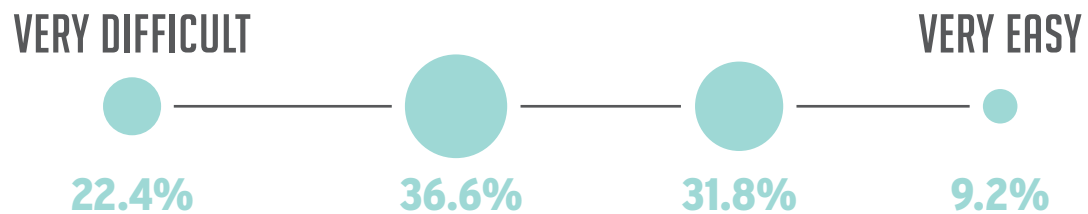
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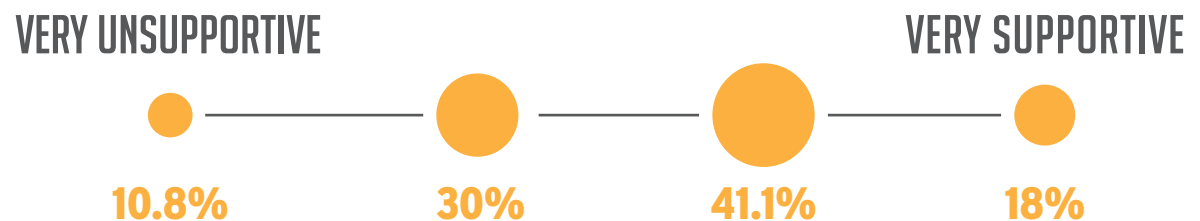
More social gatherings/activities for young adults aged 19-35 that do not involve alcohol. There seems to be plenty for children/youth, seniors, single older adults, and families, but NOTHING for young adults either single/couples with no children...and if there is then it’s not well advertised.

”

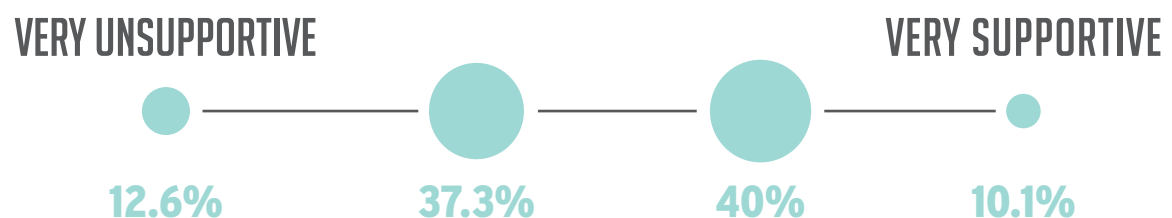
How easy is it to meet new people in Charlottetown?



How supportive is Charlottetown of newcomers?



How supportive is Charlottetown of the LGBTQ community?



ENTERTAINMENT & LIFESTYLE

“

DiverseCity is one of my favourites, and honestly I'll probably make sure I'm home this summer to attend. Art in the Open is also a big one! The free concerts on Canada Day are also great. Generally, summer is pretty good for events like that, though more is always welcome. It's winter where things struggle, and Jack Frost isn't cutting it. We need better museums and promotion of the arts; we need to do more with the Confederation Centre and the Guild, and local music. The Solid Rock Cafe shows are big with high schoolers- you should get in touch with the organizers and do more to promote all-ages music!

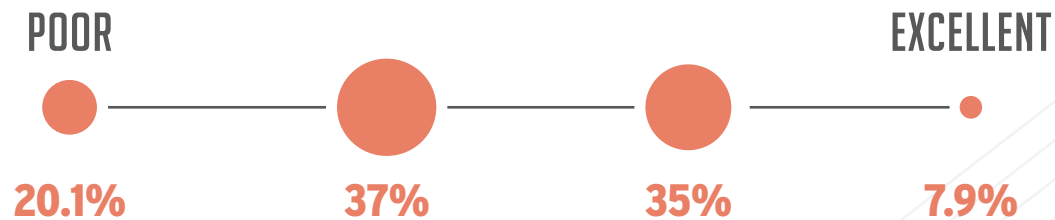
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Our survey responses suggested that people were quite satisfied with entertainment and lifestyle in Charlottetown. The general consensus was to continue doing the same with a few improvements. Some of the most common feedback included: more concerts, cultural festivals, and artistic events to promote local and upcoming artists; provide more diversity when it comes to social opportunities; and provide a variety of events that are focused toward youth. This should be an area of focus because of the impact to our economy. Music PEI estimates that the Arts has contributed about \$24 million to the GDP of Prince Edward Island and created over 1,000 full-time jobs.

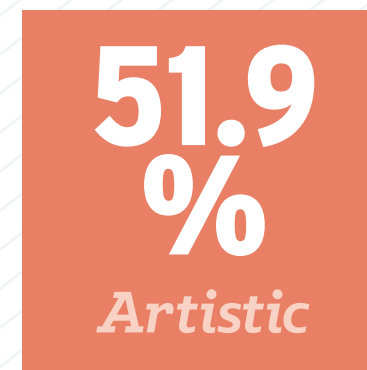
Many responses noted that there is plenty to do during the summer months, but not so much during the winter. Several responses applauded Fusion Charlottetown's #WinterLove initiatives. The Jack Frost Festival is a great event and contributes a significant amount to the economy during the winter months, however, this event is not geared towards youth (ages 16-30). More could be done to bring initiatives that appeal to this age bracket, such as #WinterLove, to Charlottetown.

While many of the responses in this section focused on concerts and nightlife, it was reported several times that our social scene is heavily dependent on alcohol, which reinforces an unhealthy culture amongst our youth. It also puts a price tag on social opportunities. Many respondents suggested hosting more social events in chem-free environments that are free and accessible to all.

What would you rate Charlottetown's social life?



WHAT KIND OF EVENTS IN CHARLOTTETOWN DO YOU ATTEND?



The background is a solid orange color. It features a repeating pattern of the word 'ARTS' in a light orange, outlined font, arranged in a grid. A diagonal line splits the background from the top right to the bottom left. The text 'ARTS & CULTURE' is centered in the left half of the image.

ARTS &
CULTURE

“

I find that Charlottetown generally promotes historical and traditional arts more than modern or abstract arts. If the work is graphic in nature it is not featured in public spaces. Art is meant to move people for many reasons with many subjects and is not always “pretty”. What the City might deem controversial is often the art our generation relates to. While we can appreciate a well done landscape it does not really speak to us the way art should.

”

The Island has always been known for producing talented artists and chefs whose work has captivated many. Island artists and chefs have become synonymous with the tradition of Island culture. Throughout the survey respondents expressed the difficulty in accessing funding to allow their work to exist. Respondents felt that there was a lack of available funding and what funding that is currently available should be promoted more adequately.

Local artists spoke to wanting to have their artwork more accessible to the general public. Events like “Art in the Open” have been successful in showcasing local artists and their modern works. The city can help showcase local artists by commissioning more young, modern artists to display their work around the city and within the downtown core.

Community leaders and influencers have grown up in the arts community and have learned a great

deal of valuable skills through their involvement. Numerous respondents believe that the city and province would benefit from providing a common space for artists alike, allowing them to create their works. There are many artists that are currently seeking a place where they can come together, practice their works and be surrounded by like-minded individuals. Respondents also mentioned that they feel the Charlottetown Library could become a space that encourages creation and collaboration.

Respondents also stated that over the past few years the city and many local groups have begun to showcase and celebrate the varied ethnicities and cultures that make up Charlottetown. Many respondents spoke highly of the city’s approach to celebrating “DiverseCity” over the summer months. However, one major note that was commonly shared, was that the city could do a better job throughout the rest of the year to celebrate and showcase the varied cultures

that make up Charlottetown and not leave it completely up to small local groups to do so. Further inclusion and celebration of these ethnic groups and cultures will help to eliminate or cut down on the ignorance and stereotyping that these groups can sometimes face.

People also responded regarding the inclusion of the LGBTQ community. Many respondents, both those that are a part of and separate from the LGBTQ community, felt that while the various levels of government are generally neutral towards the LGBTQ community, some people within our city are still very negative to these groups and often revert to stereotyping. These people believe the city will benefit from further educating our community on issues facing these groups and encourage individuals to foster a more inclusive attitude towards community members. The inclusion of gender-neutral public washrooms is another strategy the city can easily take on to help make members of the LGBTQ community who do not identify with a specific gender feel more included within the community. While this is not something the city can force upon members of the private sector, it could certainly encourage business owners to think about adapting this. Many members of the LGBTQ community also feel the city could help develop a place where members of the community could attend, socialize and feel safe. Because of the continued existence of discrimination, many members of the LGBTQ community still feel alienated from local events and public places.

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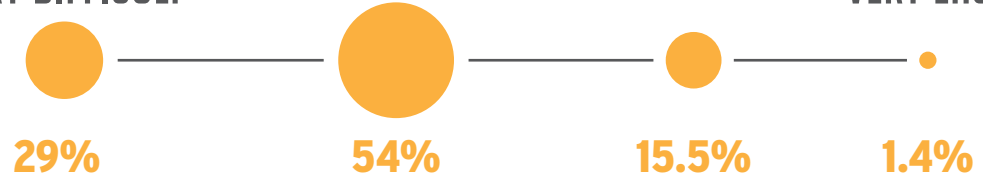
I think Charlottetown has a long way to go in terms of removing ignorance and stereotypes of other cultures. PEI is behind the rest of Canada socially and politically, and I honestly believe that these are the 2 main drivers that are driving young islanders away... the notion of “come from aways” is not exactly welcoming to a lot of those that come here to live.

”

How easy is it to access funding for the arts?

VERY DIFFICULT

VERY EASY



How well does Charlottetown promote multiculturalism?

VERY POOR

EXCELLENT



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