

# **A Socio-Economic Skills Assessment of McBride, BC, and Area**

a report prepared for the

**McBride Industrial Adjustment Committe**

and the

**Robson Valley Home Support Society**

McBride, British Columbia

August, 2004

by

Larry Stamm

PO Box 561

McBride, BC V0J 2E0

[larry@larrystamm.com](mailto:larry@larrystamm.com)



# Contents

1	Introduction	1
1.1	Background	1
1.2	Methodology	1
1.3	Survey Response	2
2	Executive Summary	4
2.1	Demographics	4
2.2	Community Involvement and Satisfaction	5
2.3	Suggestions for Improving the Local Economy	6
2.4	Recommendations and Potential Opportunities	6
3	Socio-Economics of the Robson Valley	8
3.1	Population	8
3.2	Education	11
3.3	Employment and Labour Force	14
3.4	Summary of Data	21
4	Community Involvement and Perceptions	24
4.1	Participation in Community Activities	24
4.2	Satisfaction with the Community	26
4.3	Summary	35
5	Discussion of Survey Comments	36
5.1	Suggestions for More Clubs, Section A.2.3	36
5.2	Suggestions for Improving the Economy and Employment Opportunities	36
6	Community Skills Assessment and Summary Analysis	43
6.1	Community Employment and Professional Skills	43
6.2	Natural Resource Assessment	44
6.3	Infrastructure Assessment	45
6.4	Suggested Actions and Goals	46
6.5	Concluding Comments	48
A	Additional Tables and Respondent Comments	49
A.1	Section A–Household questions	49
A.2	Section B–Community Participation	52
A.3	Section C–Community Perceptions and Satisfaction	57
A.4	Section D. Socio-Demographic Questions	61
A.5	Section E. Home–Based and Self–Employed Business	83



## List of Figures

1.1	A4a. What is Your Age?	2
3.1	A5. How Many People in Your Household Are in Each Age Group?	8
3.2	Comparison of the Population Distribution by Age Group, 2001 Census vs. 2004 Survey	9
3.3	Location of Previous Small Town Residence	12
3.4	What Is Your Highest Level of Education?	13
3.5	What Is Your Primary Employment Status?	14
3.6	E6. Compare Your 2003 Net Revenues to 2002 Revenues.	16
3.7	Labour Force by Industry	18
3.8	Labour Force by Industry, Retired vs Active Workforce	20
3.8	Self-Employment by Industry	21
4.1	High Satisfaction	27
4.2	General Satisfaction	28
4.3	Dissatisfaction and Satisfaction	28
4.4	Dissatisfaction	29
4.5	Services That Improved	31
4.6	Services That Got Worse	31
4.7	Satisfaction with Economic Endeavors	32
4.8	Dissatisfaction with Economic Efforts	33
4.9	Satisfaction with McBride as a Place to Operate a Home-Based Business	34
4.10	Satisfaction with McBride as a Place to Operate a Self-Employed Business	34

## List of Tables

1.1	A1a. Please Describe What Community You Physically Live Closest to:	3
3.1	D11. What Is Your Marital Status?	10
3.2	A2. Do You Own or Rent Your Home?	10
3.3	A.1b Have You Always Lived in This Area?	11
3.4	A.1c Where Did You Live Prior to Moving Here?	11
3.5	Is Your Work Seasonal and/or Contract Work?	15
3.6	E.1 Do You Operate Any of the Following?	16
3.7	In What Industry or Sector Do/Did You Work?	17
3.9	In Which Industry Is Your Home-Based or Self-Employed Business Primarily Focused?	22
4.1	B1. Have You Been Involved in Any of the Following Activities Over the Past Year?	24
4.2	B2. Are You a Member of Any Local Clubs or Organizations?	25

4.3	C1. Satisfaction with McBride and Area – Various Aspects (Percent of Total Responses)	27
4.4	C3. Perceptions of Change in the Last Two Years (Percent of Total Responses)	30
4.5	C2. Satisfaction with the Local Economy (Percent of Total Responses)	32
A.1	Age of Respondents	51
A.2	Gender of Respondents	51
A.3	Population Age Distribution	52
A.4	Employment Status	61
A.5	Labour Force by Industry	62
A.6	Educational Level	63
A.7	Location of Markets	83
A.8	Change in Revenues	83
A.9	Self-Employed Satisfaction	84

# 1 Introduction

## 1.1 *Background*

In response to the closure of local government offices by the provincial BC Liberal government along with the downturn in the forest industry, in April, 2003, the McBride Industrial Adjustment Committee (IAC) was formed through a joint agreement between Human Resources Development Canada (HRDC) and the Robson Valley Home Support Society (RVHSS). The mandate of the IAC is to find ways to enhance the employment and income-earning possibilities within the McBride area, including Dunster, Crescent Spur, and Dome Creek.

As part of this effort, the IAC began to pursue the possibilities of doing a survey to assess the various employment skills and other human resources already existing within the McBride community, and to gather data on the way residents perceived the community and how they thought it might be improved. The aim of this survey is to provide a ready source of demographic information that might be of use to prospective employers and to serve as a planning tool for municipal and regional authorities. The analysis was also to include concrete proposals for local economic initiatives arising from the suggestions and comments collected in the survey. These proposals are presented at the end of this report.

In the spring of 2004, plans were made with the research team of Dr. Greg Halseth of the University of Northern BC in Prince George to develop and conduct this survey. The survey was conducted from June 3, 2004, to July 9, 2004, and the results collated at UNBC. The presentation and analysis of the survey data are contained within this report.

## 1.2 *Methodology*

A written survey containing approximately 55 questions, titled *McBride and Area Skills Inventory Assessment Survey*, was developed in consultation with the IAC and Dr. Halseth's research team, modeled after a similar survey done in Tumbler Ridge, BC, in 2002. It contained questions on the ages of household members, their education and employment status, their participation in community groups and activities, their satisfaction with various aspects of the community, and requested suggestions on improvements to the community.

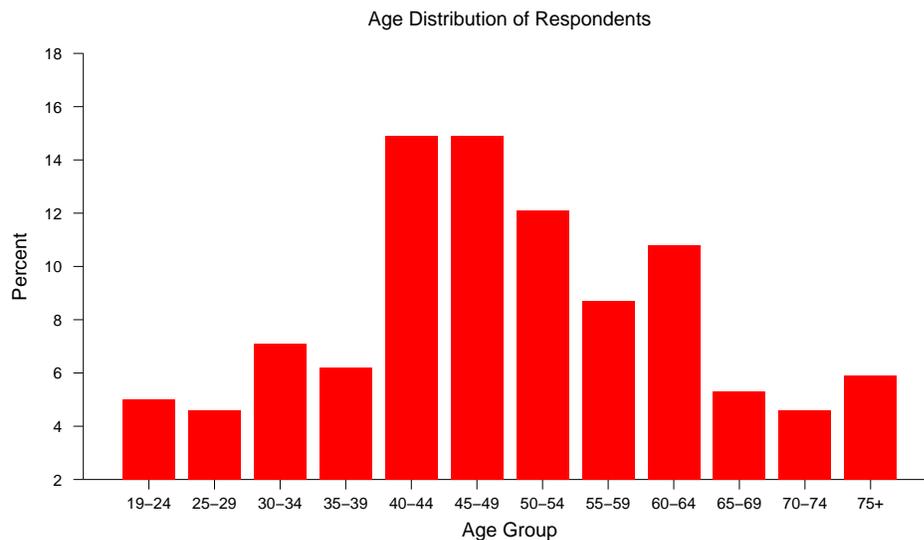
An attempt was made to get the survey to all households in the Robson Valley between Small River and Dome Creek. The local post offices were contacted for the number

of mail recipients in each area, and these numbers were used as a basis for the numbers of households to be contacted. It was estimated that there were 550 – 600 households in the McBride area, 80 – 85 households in Dunster, 23 households in Dome Creek, and 15 households in Cresecent Spur. Between June 3 and July 9, students from UNBC conducted door to door interviews collecting the survey data from a household member. If there was nobody home on these visits, the written survey was left at the door with the request that it be completed and dropped off at selected locations. Other survey forms were mailed out.

### 1.3 *Survey Response*

Somewhere between 670 and 720 surveys were distributed. There were 276 successful interviews conducted, and 48 written survey forms were received at the drop boxes or through the mail, for a total response of 324 completed surveys, or a return rate of over 45%. This is a very positive response rate, and indicates a wide spread and genuine interest in the welfare of the community. There are other indications that the survey response constitutes a representative sample of the Valley’s population, which will be presented in later chapters.

**Figure 1.1** A4a. What is Your Age?



The survey respondents were mostly women, with females constituting 62.1% of the total, and males constituting 37.9%. Their ages were heavily weighted towards middle-aged persons, suggesting the survey mostly represents the information and opinions of household heads and/or their spouses (Figure 1.1). No attempt has been made in this report to analyze the responses according to the age or sex of the respondent.

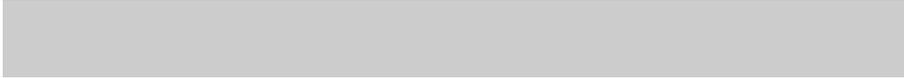
**Table 1.1** A1a. Please Describe What Community You Physically Live Closest to:

	Number of Responses	Percent
McBride	248	76.8
Dunster	61	18.9
Dome Creek	8	2.5
Crescent Spur	6	1.9

Over three-quarters of the respondents listed McBride as their closest community, with the rest being from Dunster, Crescent Spur, and Dome Creek. (Table 1.1).

---

# 2 Executive Summary



## 2.1 *Demographics*

### 2.1.1 Population

There is no evidence from this survey that there has been significant population changes since the 2001 Census. The population age distribution remains almost the same, with a slight increase in the older age groups. Approximately 25% of the population is age 55 or over, which has significant ramifications for the provision of community services in the next decade and beyond. The age group with the lowest population is the 20-24 year old group, which indicates that youth continue to leave the area to pursue further education or employment opportunities.

Almost three-quarters of the respondents were married or living with a common-law partner, which is typical of resource dependent communities in BC.

Only 14% of the respondents had lived their entire lives in the McBride, with approximately half of the immigrants moving from another location within BC. A significant number of the immigrants have come from larger urban areas, both from BC and abroad.

### 2.1.2 Education

The educational level of the population in this survey is fairly high, with 20% reporting having a university degree or post-graduate education. This survey reports a significantly lower percentage of people with less than a high-school diploma than the 2001 Census, which might indicate a general increase in the level of formal schooling in the population.

At the same time, there is still a significant portion of the population with less than a high-school diploma. This survey indicated that over 20% of the respondents and spouses had less than a high-school diploma, while the 2001 Census put the proportion at around 40% of the total population over the age of 20<sup>1</sup>.

Usage of computers and access to the internet were also quite high, with 73.1% having a computer in the home, and 57.2% of the population having access to the internet from home.

### 2.1.3 Employment

The survey reported a relatively high rate of participation in the workforce, with low unemployment (3.2%) and low numbers of persons not working and not looking for work. The most outstanding characteristic of this workforce is the high numbers of people whose income comes mainly from self-employment, up to 28% of the workforce. Another 30% of the population report operating some form of home-based or self-employed business.

Forestry continues to be a major employer, with approximately 22% of the households reporting employment in some sector of the forest industry. The largest single employment sector, as categorized in this survey, was health and social services with 11.9% of the households reporting employment in this area. Other major employment sectors were agriculture, education, government, and retail and tourist services. The accommodation and tourist services sectors combined amount to just under 7% of the employment, which indicates that tourism is not contributing as much to the job numbers as is commonly thought.

## 2.2 *Community Involvement and Satisfaction*

There is an extremely high level of involvement in community clubs and organizations, with each respondent being involved in over 2 organizations, on average. Yet there were numerous requests for new or more active clubs, with requests for a Toastmasters club being most numerous. Some people were requesting clubs to start up that were already in existence, indicating that better promotion and advertising of community organizations is needed.

The McBride area in general got extremely high ratings for satisfaction, along with the local air quality. Other areas with high satisfaction ratings were community pride, community safety, community events, voluntary and recreational organizations, and small businesses.

On the other hand, respondents expressed dissatisfaction with youth and employment opportunities, job (re)training facilities, and services for people with special needs.

In terms of local economic endeavors, there was general satisfaction expressed with the exception being efforts to attract entrepreneurs. Self-employed persons were also generally satisfied with the McBride area as a place to operate home-based or self-employed business.

The general perception of change over the last two years was that most community services and opportunities had not changed much. The volunteer fire department, garbage collection, and access to dental and day care services were judged to have improved, while economic and employment opportunities, hospital services, and secondary education were deemed to have gotten worse on average.

### 2.3 *Suggestions for Improving the Local Economy*

Respondents offered a great many suggestions for improving the local employment and economic opportunities. One of the most common themes was the restoration and expansion of government offices, services, and funding programs. This report focuses instead on the ideas that the local community can undertake independent of the provincial or federal government. There were many general ideas clustered into the following areas:

- Increase local population
- Support local businesses
- Increase tourism
- Ideas about ways to increase or change the local forest industry
- Provide more local facilities for education and training

There were also several specific suggestions:

- Improve local internet and telephone services
- Specifically promote the high tech industry here, including film and music studios
- Construct a ski hill
- Establish a retreat centre
- Hold cultural or recreational festivals here
- Build a local brewery
- Improve and expand the local electrical supply
- Establish an Economic Development office

### 2.4 *Recommendations and Potential Opportunities*

Several recommendations are offered for community actions or enterprises, based on the data and suggestions in the survey, the author's personal knowledge of the community, and ideas gathered from other community members. Some of these ideas would be relatively easy to implement, while others would take a concerted and cooperative effort from many members of the community. No attempt was made to suggest who should be responsible for implementing any of the following ideas:

- Initiate a "Buy Local" campaign
- Expand and extend the local McBride Community Market
- Establish a forestry research and education centre
- Establish an adult education/training facility
- Establish a log yard for sorting, grading, and selling harvested timber
- Establish an ongoing local land use committee comprised on interested stakeholder representatives
- Develop and offer tourism packages locally

- Establish a corporate retreat centre
  - Investigate and initiate cultural and educational tourism activities
  - Take active measures to attract the high tech industry to the area
  - Develop promotional material targeted at potential new residents from specific occupational or demographic groups
- 

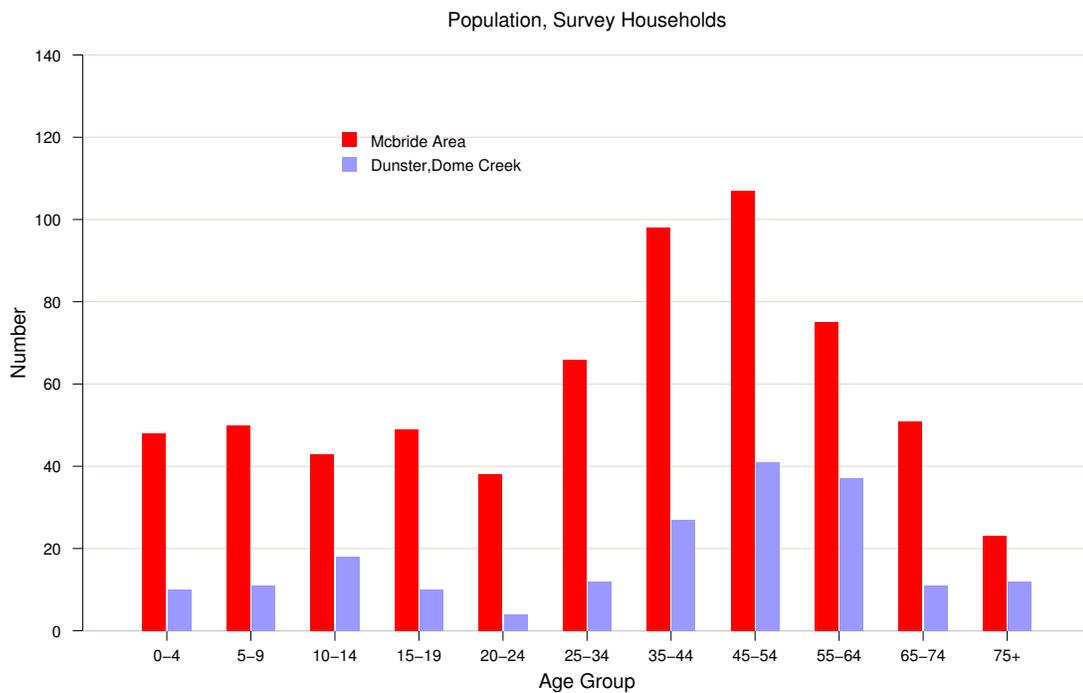
<sup>1</sup> Stamm, pg 16.

---

# 3 Socio-Economics of the Robson Valley

## 3.1 Population

Figure 3.1 A5. How Many People in Your Household Are in Each Age Group?



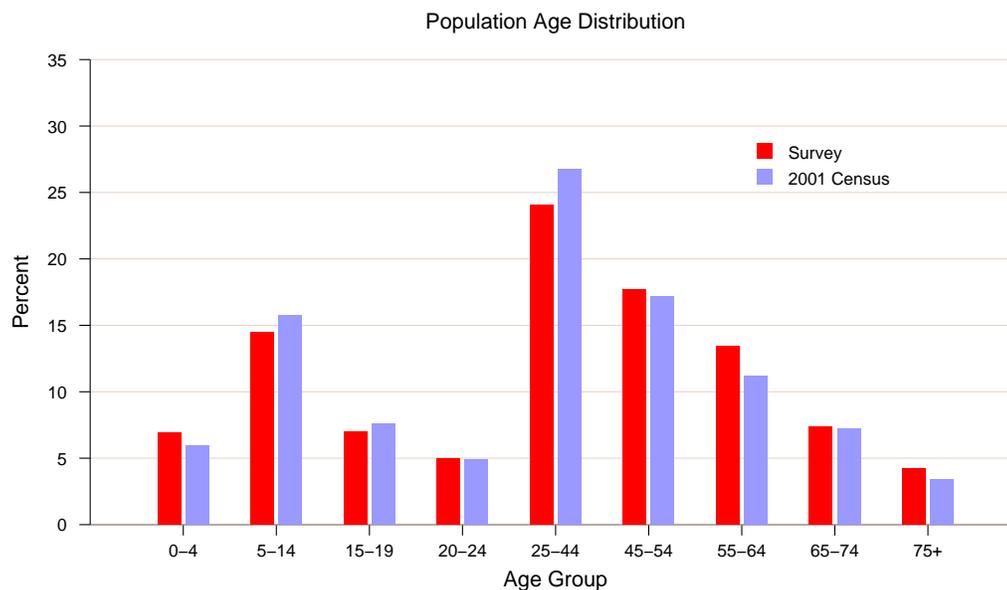
Survey question A.5 asked about the numbers and ages of all the members of the household. There were a total of 843 persons reported amongst the responding households, excluding the 7 responses that were answered incorrectly (Figure 3.1). Assuming these households are representative of the entire population, and taking the 45% survey response rate as valid, the total population for the survey area can be extrapolated to approximately 1,900 persons. The 2001 Census reported a total population for McBride and Area H of the Fraser–Ft.George Regional District combined of 2,765<sup>1</sup>. Since the current

survey only canvassed the the northwest half of Area H, this population estimate appears consistent with the Census data, and there is no indication that there have been any significant changes in the local population since 2001.

The most numerous age groups were in the range of 35 to 64 years old, and only 176 persons were reported under the age of 20. McBride has a noticeably higher proportion of 20–24 years population than the other communities, while the population of Dunster, Dome Creek, and Crescent Spur has more population in the 45–64 year range, proportionally (Figure 3.1). Overall, 25% of the population was reported to be age 55 or over, which has large implications for the local economy in the next decade as more of this age group retires from the active work force.

When the population age distribution reported in this survey is compared with the population age distribution of the combined populations of McBride and Area H of the Regional District of Fraser–Ft.George from the 2001 Census, the proportions are seen to be very similar (Figure 3.2). The population in this survey is slightly older than in 2001, as might be expected. This is another indication that the survey responses constitute a representative sampling of the area’s population.

**Figure 3.2** Comparison of the Population Distribution by Age Group, 2001 Census vs. 2004 Survey



**Table 3.1** D11. What Is Your Marital Status?

Status	Number	Percent
Married/Living with Partner	239	74.9
Single/Never Married	37	11.6
Divorced/Separated	27	8.5
Widowed	16	5.0
Total	319	100.0

### 3.1.1 Marital Status

Question D.11 asked about the marital status of the respondent. Almost three quarters of the households contained a married or common law couple (Table 3.1).

### 3.1.2 Housing

Question A2 asked whether the respondent owned or rented their homes. There is a very high rate of home ownership in the area, and with the home ownership rate being slightly higher in the more rural areas than in the immediate McBride area. (Table 3.2). This home ownership rate is on par with the rates reported for Area H in the 2001 Census (81.4%), but is quite a bit higher than the ownership rate reported for McBride in the 2001 Census (70.4%)<sup>2</sup>. Either the present survey is over-representative of home owners in McBride, or the ownership rate has gone up substantially in the last 3 years. Given the historic low mortgage rates in the last few years, it is likely that both factors are involved here.

**Table 3.2** A2. Do You Own or Rent Your Home?

Area	Own (#)	Own (%)	Rent (#)	Rent (%)	Other (#)	Other (%)	Total Responses
Entire Area	261	83.7	44	14.1	7	2.2	312
McBride Only	195	81.6	40	16.7	4	1.7	239
Outside McBride	66	90.4	4	5.5	3	4.1	73

### 3.1.3 Population Migration

Most of the current residents of the Valley moved here from elsewhere. Question A.1b asked "Have you always lived in this area?", to which 85.7% of the respondents replied "No".

**Table 3.3** A.1b Have You Always Lived in This Area?

	Number	Percent
Yes	46	14.3
No	276	85.7
Total	322	100.0

When asked where they had lived prior to moving here, almost half of the immigrants named a city with a population of over 30,000. Note that many people gave more than one response, giving a total percentage greater than 100%.

**Table 3.4** A.1c Where Did You Live Prior to Moving Here?

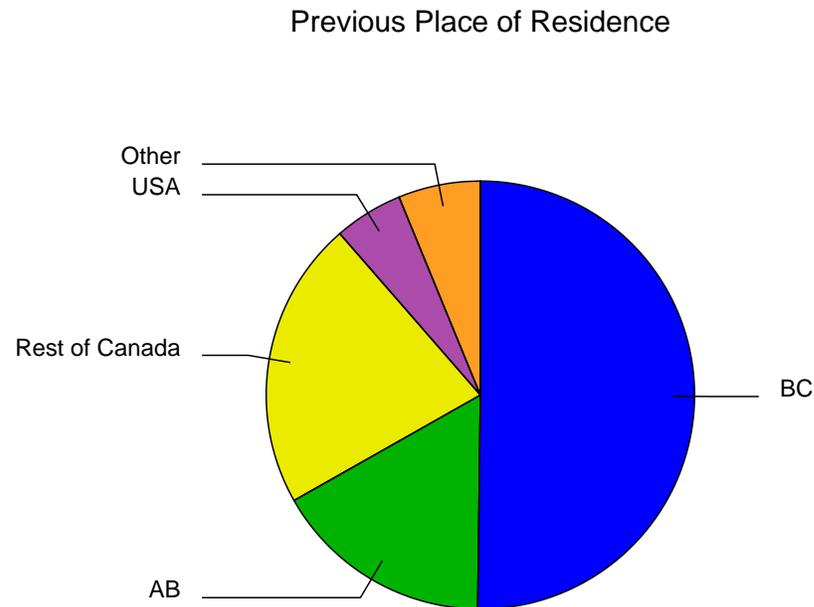
	Number	Percent
Rural Village < 1,000	16	5.8
Town 1,000 - 10,000	89	32.2
Small City 10,001 -30,000	33	12.0
Medium City 30,001- 100,000	84	30.4
Large City > 100,000	53	19.2
Other	30	10.9
Total	305	110.5

276 valid responses

It seems clear that the small population of the Robson Valley and its relative isolation does not keep it from attracting residents from more urban backgrounds. However, 69.1% of the respondents also replied positively to the question of whether they had ever lived in a small town (less than 5,000 people) prior to moving to the Valley. When asked to name these small towns, half of the people surveyed responded with another town in British Columbia, with the next most numerous province of origin being Alberta (Figure 3.3).

## 3.2 Education

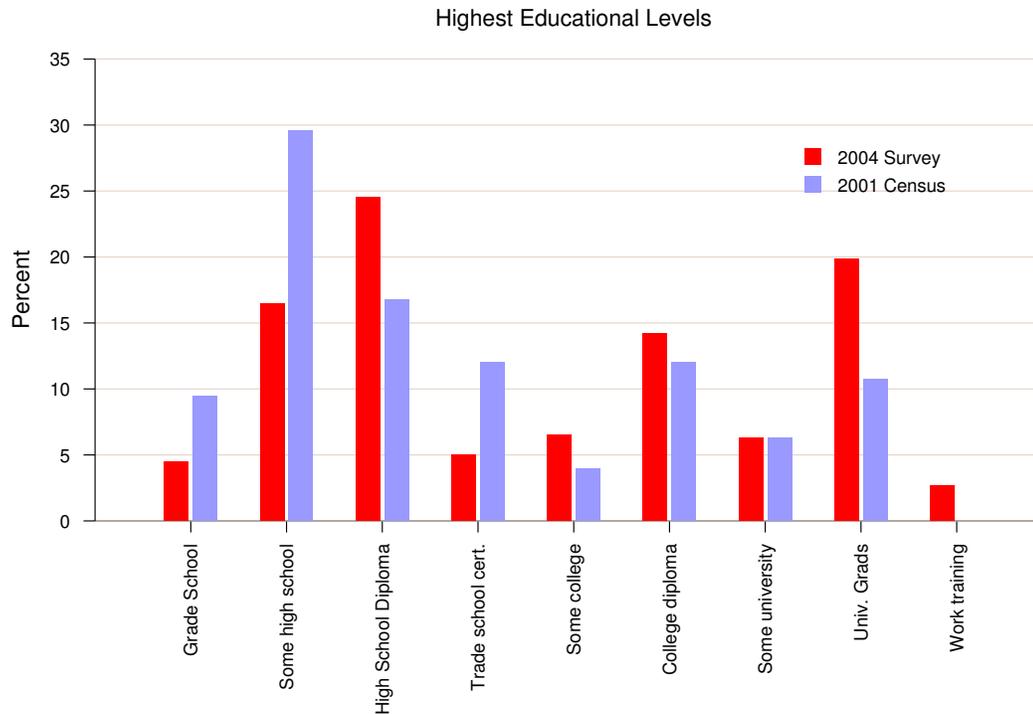
Question D.7 asked about the highest educational level of the respondent, and question D.19 asked about the highest educational level of their spouse. Many people responded with multiple choices instead of choosing just one response, e.g. marking having completed university, post-graduate work, and work related training (Table A.6). These

**Figure 3.3** Location of Previous Small Town Residence

responses were reduced to the highest level of formal education reported, and then compared to the same educational levels reported in 2001 for the combined Census SubDivisions of McBride and Area H<sup>3</sup>.

When examining the comparison chart (Figure 3.4), it is apparent that the 2004 Skills Assessment survey shows fewer persons with less than high school diplomas or trade certificates, and more high school and university graduates than the 2001 Census. These results probably are partly due to the educational questions of the current survey only being directed at the household heads and their spouses, as opposed to all persons over the age of 20. However, if these changes represent an actual increase in the percentages of high school and university graduates, then this bodes well for the continued success of the community. The presence of such a relatively high percentage (20%) of persons with a university degree or higher is an indication of a large pool of knowledge within the community.

At the same time, there is still a significant portion of the population with less than a high-school diploma, especially considering that this survey did not canvas all adults. The last Census indicated that the number of young adults without a high-school diploma was higher than those aged 34-45. If this trend is continuing, it means that a high proportion of the area's population is moving into their prime working years with less than adequate mental skills to meet the demands of the modern workplace.

**Figure 3.4** What Is Your Highest Level of Education?

### 3.2.1 Computer and Internet Availability

Questions A.3 through A.3c asked about ownership of personal computers and their use of the Internet. The replies indicated that 73.1% of the surveyed households owned a computer, and that 78.2% of these computers are connected to the Internet. This means that 57.2% of the Valley's households have access to the Internet within their homes. Considering that local internet access has only been available since 1997 or later, this is a very fast rate of adoption of this new technology. It also is having a significant impact on the educational and training opportunities available locally, and will have increasing importance in the coming years.

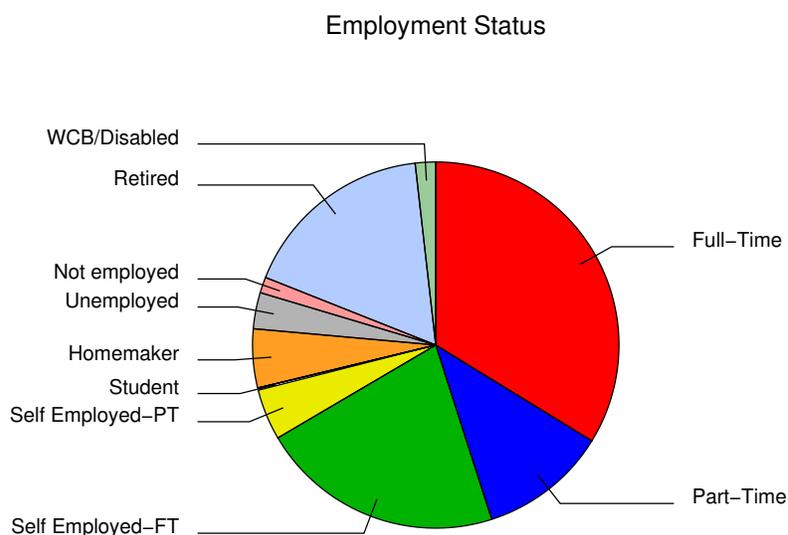
Of the computers connected to the internet, 69.4% were connected through a dial-up modem connection, 12.2% were connected through a wireless setup, and 18.3% had an ADSL connection. Not surprisingly, ADSL use is limited to those in the immediate area of Telus's McBride switching station.

### 3.3 *Employment and Labour Force*

#### 3.3.1 **Employment**

Questions D.1 and D.13a concerned the employment status of the respondents and their spouses. There were a total of 559 valid responses for the two questions combined, with 45.1% of the responses reporting either full-time or part-time employment and another 26.0% reporting being mainly self-employed. If those who indicated self-employment in addition to paid employment are included, the percentage of self-employed increases to 27.9%. (See Table A.4)

**Figure 3.5** What Is Your Primary Employment Status?



The percentage unemployed (not employed but looking for work) was only 3.2%, which is less than half the unemployment rate reported for this area in the 2001 Census. These two figures are not entirely comparable, though, because this survey did not ask about the employment status of all persons over the age of 15 (which is the criteria used by Statistics Canada). There were 96 retirees reported, or 17.2% of the combined respondents and their spouses. Given the large percentage of people in the 55 -64 year age group, the percentage of retirees in the population is likely to increase significantly in the next decade.

If the labour force is defined by subtracting the retired and those not interested in employment from the total number of valid responses, the participation rate in the labour force comes to 415 persons, or 74.2% of the adult population. This is comparable to

the participation rates of 75.2% for McBride and 69.0% for Area H reported in the 2001 Census<sup>4</sup>. Refiguring the percentage of wage employment and self-employment against this labour force number yields a percentage of 65.1% wage employed and 34.9% self-employed. This is a substantial increase from the percentage of self-employment reported in the last Census, but the previously mentioned caution against directly comparing the survey numbers to the 2001 Census is applicable.

Questions D.1b, D.1c, D.13b, and D.13c concerned types of employment, whether it was seasonal or not, and whether it involves contract work or not. Although most employed people reported year round work, seasonal workers were much more likely to be employed by contract.

**Table 3.5** Is Your Work Seasonal and/or Contract Work?

	Number	Percent	Percent Contract Workers
<b>Year Round</b>	359	86.1	23.6
<b>Seasonal</b>	58	13.9	49.1

### 3.3.1.1 Self-Employment

Question E.1 asked about home-based and self-employment businesses being operated by the respondent. This question did not ask about businesses operated by others in the household, so is not a complete indicator of the total percentage of people operating home-based or self-employed businesses. Nevertheless, it does provide an indication of the importance of these types of enterprises to the Valley's population.

According to this survey, over 56% of the respondents were operating some sort of home-based or self-employed business (See Table 3.6), while just 26% reported self-employment as their main employment. This means that as much as 30% of the Valley's work force is engaged in their own businesses besides their major employment. Whether this is because of monetary necessity or otherwise remains unanswered, but that is an important question to be answered. The very large numbers of self-employed in the Robson Valley points to a motivated and independent work force.

The great majority of these businesses had been operated for more than 2 years (85.3%), with some for up to 50 years, indicating that they are not just passing whims. Over two-thirds (67.3%) indicated that their markets were local, while 23.2% were marketing their goods and services outside of the local area, and 10% had international markets (See Table A.7).

Question E6 asked respondents to compare the self-employment net revenues from 2003 to net revenues in 2002 (Table A.8, Figure 3.6). While a significant percentage reported an increase in 2003 revenues over 2002, slightly more people reported a decrease

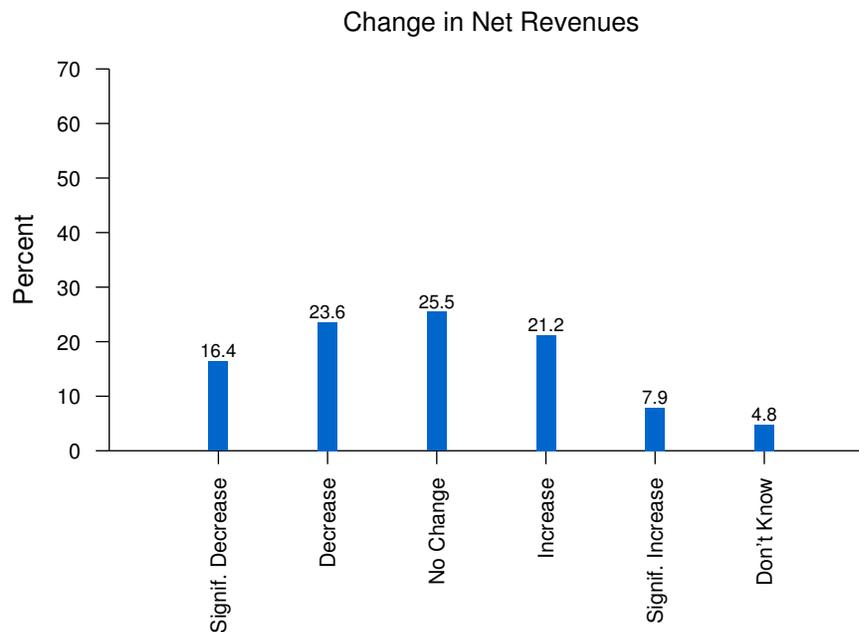
**Table 3.6** E.1 Do You Operate Any of the Following?

	Number	Percent
Business out of home	74	22.9
Self-employed business	108	33.4
Neither	153	47.4
Total	335	103.7

323 valid cases

Note: some people had more than 1 business

in revenues. This was the only question that was concerned directly with income in this survey, and does not apply to incomes generally. Since there is no information on which types of businesses suffered declining revenues, there is no way to tie this information to local changes either.

**Figure 3.6** E6. Compare Your 2003 Net Revenues to 2002 Revenues.

### 3.3.2 Labour Force by Industry

Questions D.2 and D.14 asked about which industry sector employed the respondents and their spouses. The respondent was asked to check off one of 21 different industry sectors (or list another sector) for him/herself and spouse; however many people checked more than one sector. This makes it difficult to analyze the importance of various industry sectors in the economy because we don't know which of the several sectors checked off were most important to those who entered more than one choice to these questions. The questions also refer to past work experience, so there were 92 responses from people who were retired, and presumably not in the labour force anymore. Also some respondents might have entered all the industries they were involved with in the past but are no longer working in. However, if the entries for all retired people are removed, and just the first choice entered is selected as the most important, there were 464 valid responses that can be assumed to be in the active workforce at present. The industry sector breakdown is shown in Table 3.7. See also Table A.5 for the total sum of responses to these questions.

**Table 3.7** In What Industry or Sector Do/Did You Work?

Industry	Number	Percent	Industry	Number	Percent
Accommodation	14	3.0	Information Technology	5	1.1
Agriculture	44	9.5	Manufacturing	1	0.2
Artisan	4	0.9	Mining	1	0.2
Business Services	23	5.0	Retail Trade	30	6.5
Construction	24	5.2	Tourism Services	18	3.9
Education	36	7.8	Transportation	21	4.5
Finance/insurance/real estate	12	2.6	Communication/utilities	5	1.1
Food and Beverage	27	5.8	Wholesale Trade	1	0.2
Forestry-logging	41	8.8	Oil and Gas	1	0.2
Forestry-silvic.	9	1.6	Homemaker	2	0.4
Forestry-value added	49	10.6	Health and Social Services	55	11.9
Forestry-consulting	6	1.3	Other	8	1.7
Government	27	5.8			

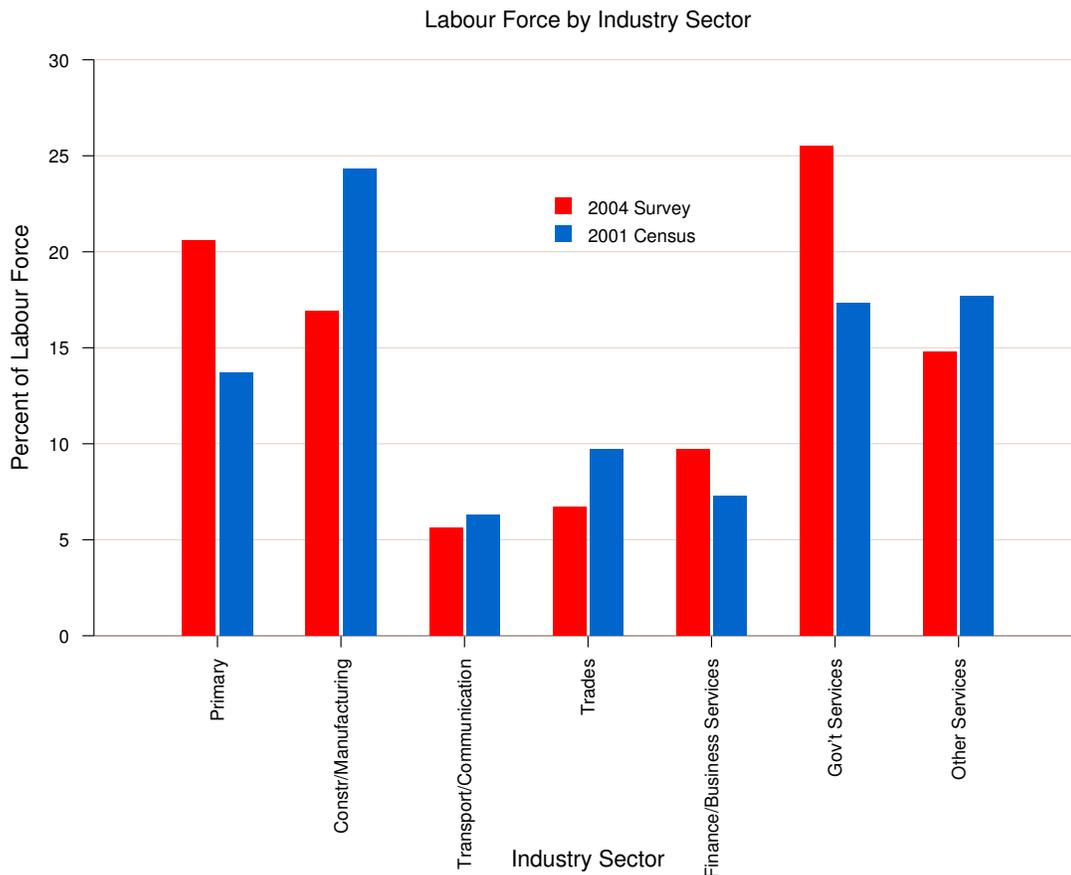
Several things are striking about the numbers in Table 3.7. Firstly, it shows that the value-added forestry sector is the most important of the forestry sectors. One has to wonder if value-added wood products manufacturing (in the sense of producing non-commodity products) really employs that high a percentage of the labour force, or if the respondents decided that all wood products manufacturing (or other forest-based activities) fit the value added sector best. There is very little employment reported in the manufacturing

sector, where most jobs in a traditional sawmill would normally be categorized, so probably the Value-Added category includes most of the sawmill jobs. Altogether, the Forestry sector accounted for 22.3% of the jobs reported in this survey.

Secondly, the typical tourist related sectors of accommodation, food and beverage, and direct tourist services combined account for just 12.7% of the jobs, notwithstanding the widespread promotion of tourism recently.

And lastly, even after all the reductions in publicly funded employment in the last few years, the combined sectors of education, health and social services, and government services still account for 25.5% of the jobs according to this survey.

**Figure 3.7** Labour Force by Industry



To compare this data with the results of the 2001 Census, it is necessary to reorganize the survey's industry categories to better match the historical Census data. Note that forestry

---

employment is aggregated into three different categories here. The industry sectors were reorganized as follows:

**Primary:** Includes Agriculture, Forestry-logging, Forestry-silviculture, Mining, and Oil and Gas.

**Construction and Manufacturing:** Includes Artisan, Forestry-value added, Construction, and Manufacturing.

**Transportation and Communication:** Includes Transportation and Communication/Utilities.

**Trades:** Includes Retail Trade and Wholesale Trades.

**Finance/Business Services:** Includes Finance/insurance/real estate, Business services, Forestry-consulting, and Information Technology.

**Government Services:** Includes Government services, Education, and Health and Social Services.

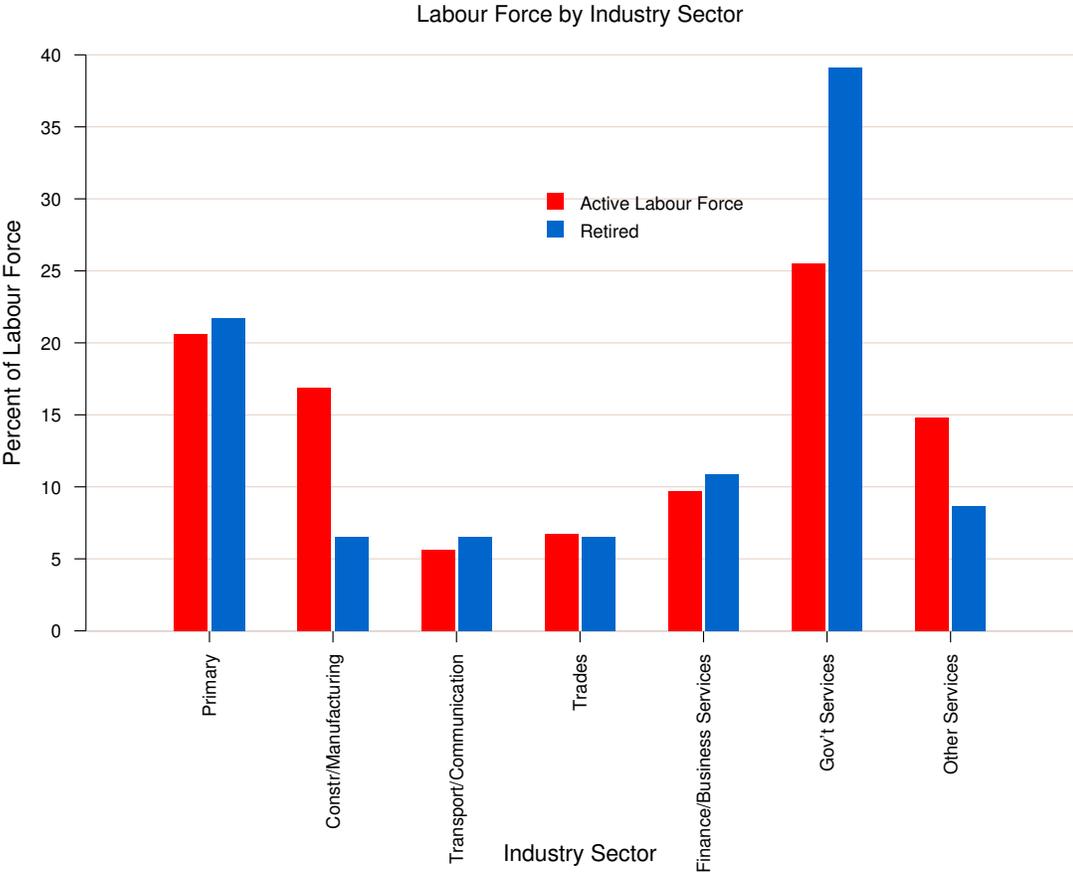
**Other Services:** Includes Accommodation, Food and Beverage, Tourism services, Home-maker, and Other.

These industry categories were compared on a percentage basis with the employment by industry sector percentages from the 2001 Census from the combined Census SubDivisions of McBride and Area H<sup>5</sup>, and the results are shown in Figure 3.7.

It seems unlikely that the intervening three years between the last Census and this survey would have seen such a drop in manufacturing along with the corresponding increases in the primary sector and government, education, and health services sector. Therefore, this comparison should probably not be taken at face value. It is interesting to do a similarly comparison between the industry sectors of the active labour force and those of the retired population in this survey (Figure 3.8).

According to this survey, government, education, and health services were much more important employers for the retirees in the Valley. We don't know how many of these retirees were employed locally during their working lives, or moved to the Valley after retirement. The low percentage of manufacturing and construction jobs suggests that those retirees who used to work in local sawmills no longer live in the Valley, or were not represented in this survey. This is another indicator that the labour force categorization generated by this survey should not be considered completely valid. Nevertheless, it should be noted that the current survey records that the traditional service sector jobs (Trades, Financial/Business services, Government, etc. services, and Other services) account for well over half of the total employment. So while the McBride area is still a resource-dependent community, other forms of wealth generation are clearly becoming more important to the overall economy.

Figure 3.8 Labour Force by Industry, Retired vs Active Workforce

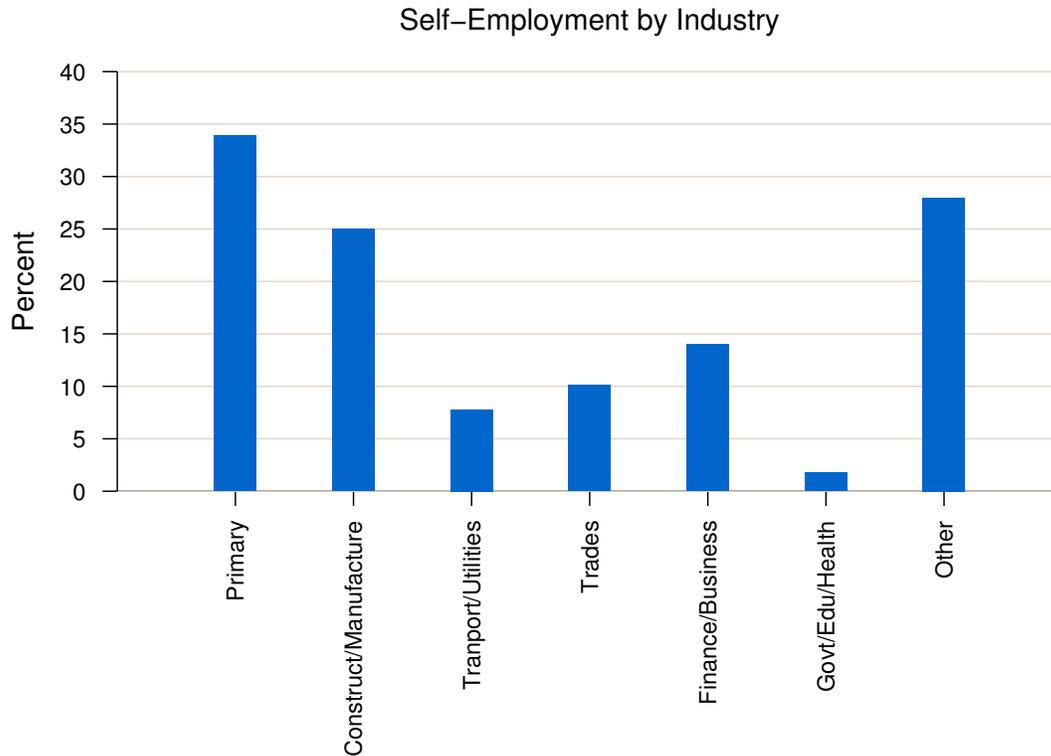


### 3.3.2.1 Self-Employment by Industry

Question E.3 asked people to categorize their home-based or self-employed businesses by category. The results are shown in Table 3.9. (Note that many people gave more than one answer, thus the percentages add up to more than 100%.)

When these industry categories are aggregated into the seven broader industry classifications, we can see that the primary industries are the biggest class, with other services (mostly tourism and accommodation services) and construction and manufacturing taking second and third places, respectively. Very few people are self employed in the health and educational services. (Figure 3.8).

Figure 3.8 Self-Employment by Industry



### 3.3.2.2 Potential New Home-Based Businesses

Question E8b asked respondents if they were considering opening a home-based business, and if so, in which industry sector (See Section A.5.4). There were 92 positive responses to this question, ranging from agricultural endeavors to manufacturing to tourism. The most numerous ideas fell in the general industry sector, with wood products manufacturing being most numerous. Tourism was the next most numerous sector, with 6 people mentioning starting a Bed & Breakfast. Most of the other tourism related ideas revolved around outdoor recreation activities. Other popular ideas were in the high tech area, production of artisan-type products, and starting a retail operation.

## 3.4 Summary of Data

Comparisons of the population data from this survey with data from the 2001 Census indicates that the current survey gathered answers from a representative cross-section of

**Table 3.9** In Which Industry Is Your Home-Based or Self-Employed Business Primarily Focused?

Industry	Number	Percent	Industry	Number	Percent
Accommodation	10	6.0	Forestry-consulting	3	1.8
Agriculture	38	22.6	Information Technology	3	1.8
Artisan	15	8.9	Manufacturing	3	1.8
Business Services	4	2.4	Retail Trade	16	9.5
Construction	16	9.5	Health and Social Services	2	1.2
Education	1	0.6	Tourism Services	11	6.5
Finance/insurance/real estate	4	2.4	Transportation	4	2.4
Food and Beverage	5	3.0	Communication/utilities	9	5.4
Forestry-logging	15	8.9	Wholesale Trade	1	0.6
Forestry-silvic.	4	2.4	Other	9	1.6
Forestry-value added	8	4.8			
			<b>Total</b>	<b>174</b>	<b>103.6</b>

168 valid answers

the McBride and area’s population, and thus should be considered a relatively reliable source of data.

The population appears to be relatively stable, with no evidence that the loss of government jobs in the last few years has led to any significant drop in population. Much of the population has moved into the Robson Valley from elsewhere, and a substantial portion have come larger urban centres from around the world. This suggests that the McBride area has some appeal to "urban refugees", and at least some of them succeed in making themselves solid members of the community.

The educational data suggests that the average educational level has increased somewhat since the 2001 Census, with 20% reporting having obtained a university degree. This is comparable to the Provincial average, and a much higher percentage of university grads than other rural areas in the Regional District<sup>6</sup>. Computer technology has been widely adopted in the Valley, with 73% of the households owning at least one computer and over 57% of households being connected to the internet.

The labour force participation rate appears stable when compared to the 2001 Census data, but the numbers of unemployed reported in the current survey is only about half that reported in the last Census. More people are reporting self-employment as their primary work, with almost 35% of the labour force being self-employed. This compares to a self-employment percentage of around 10% in Prince George and 15% for the province<sup>7</sup>. This increase in self-employment may be because some of those who lost government

---

jobs created new self-employment jobs locally instead of leaving the Valley to find wage-employment. In addition, approximately another 20%, of the population reported operating a home-based or self-employed business that presumably was not their major source of income.

The data on employment by industry sectors indicates that government, educational institutions, and health and social services remain very important employers, with health and social services being the largest single employer at 11.9% of the jobs. Agriculture and forestry (both logging and mill jobs) are also important employers, but tourism related employment seems to be slightly less important than in 2001. In keeping with trends elsewhere, jobs in the traditional service sector are now more numerous than jobs in the goods producing and transportation industries.

Self-employment seems to be mostly within the agriculture, logging, construction, and artisan sectors, although tourism and accommodation services also employ a number of entrepreneurs. There is substantial interest in starting new businesses, with wood products manufacturing being the most popular and Bed & Breakfast operations coming just behind in popularity.

---

<sup>1</sup> Stamm, pg 53.

<sup>2</sup> Stamm, pg. 63.

<sup>3</sup> Stamm, pp. 16,60.

<sup>4</sup> Stamm, pp. 23, 64.

<sup>5</sup> Stamm, pp. 67, 69

<sup>6</sup> Stamm, pp. 58, 60

<sup>7</sup> Stamm, pg. 64

---

# 4 Community Involvement and Perceptions

## 4.1 Participation in Community Activities

### 4.1.1 General Activities

Question B1 concerned involvement with a range of community activities over the past year. As can be seen from Table 4.1, the respondents reported widespread involvement in their local community.

**Table 4.1** B1. Have You Been Involved in Any of the Following Activities Over the Past Year?

Activity	Number Involved	Percent
Attend Village Council Meetings	67	20.6
Attend Local School Meetings	149	45.8
Attend Community Hall Meetings	145	44.6
Signed Local Petition	67	20.6
Worked with Others On a Community Issue	157	48.3
Joined an Organization to Deal with Community Issue	103	31.7
Contacted an Official about a Community Issue	139	42.8
Wrote a Letter to the Editor	48	14.8
Volunteered at a Sporting Event	109	33.5
Volunteered at a Cultural/Recreational Event	129	39.7
Volunteered at a Civic or Local Event	98	30.2
Volunteered at a Local Church/Religious Organization	104	32.0
Other Volunteer Work	129	39.7
New to Community-No Time Yet	15	4.6
Other	115	35.4

Participation rates in these community activities ranged from almost half the respondents to 20%, with only "letter writing to the editor" falling below 20% participation. Only 4.6% felt they were too new in the community or too busy to involve themselves in some way.

The 70 different activities specified under the "Other" category in Table 4.1 ranged from informal helping of neighbours and general fundraising for community organizations to volunteer work with a number of organizations, from local to international in scope. (See Section A.2.1).

### 4.1.2 Community Organizations

Question B2 asked participants to check off all the organizations of which they were members out of a given list of local clubs and organizations. (See Table 4.2.) The respondents were involved in an average of 2.2 clubs or organizations each, and only 28.4% reported no involvement in any local organization. In comparison, the survey done in Tumbler Ridge reported over 64% of the participants had no involvement with local organizations, and around 40% of the long term Tumbler Ridge residents had no involvement<sup>1</sup>.

**Table 4.2** B2. Are You a Member of Any Local Clubs or Organizations?

Organization	Number	Percent	Organization	Number	Percent
4-H Club	8	2.5	Hospital Auxiliary	11	3.4
Big Country Snowmobile Club	15	4.7	Legion	13	4.1
Cattleman's Association	10	3.1	McBride Community Market	19	5.9
Chamber of Commerce	23	7.2	McBride & District Ch. of Comm.	17	5.3
Church Group/Organization	65	20.3	McBride figure Skating Club	6	1.9
Community Hall Society	10	3.1	McBride Food Bank	12	3.8
Community Pasture	3	.9	McBride Minor Hockey Association	19	5.9
CREDA	9	2.8	OAPO - Seniors	18	5.6
Curling Club	11	3.4	Ozalenka Alpine Club	11	3.4
Dorcas Center	9	2.8	Quilters Guild	10	3.1
Ducks Unlimited	13	4.1	Robson Valley Entertainment Soc.	1	.3
Dunster 4-H Club	10	3.1	Robson Valley Health Assoc.	12	3.8
Dunster Comm. Association	33	10.3	Robson Valley Wood Processors	7	2.2
Elks / Royal Purple	24	7.5	Roundhouse Theatre	22	6.9
Fall Fair	15	4.7	Top of the Fraser Feeder's Assoc.	8	2.5
Farmers' Institute	21	6.6	Whistle Stop Gallery	15	4.7
Fraser Headwater Alliance	15	4.7	Volunteer fire Dept.	8	2.5
Girl Guides/Boy Scouts	9	2.8	Others	100	31.3
Hiking Club	5	1.6	None	91	28.4
			<b>Total</b>	<b>708</b>	<b>221.3</b>

320 valid responses

There were 85 different organizations specified in the "Other" category. Organizations that were specified more than once were the Three Valleys Community Development Co-operative (7), the Watershed Group (7), the McBride and District Public Library (6), the Robson Valley Slo-Pitch League (6), the McBride Old-Timers Hockey Team (5), McBride Community Volleyball (5), the Yellowhead Ski Club (5), and the Valley Museum and Archives Society (5).

One hundred fourteen respondents gave a positive answer to question B3, "Are there any other clubs you would like to see become active in this area?" (Table 4.2). Possibilities mentioned more than once were Toastmasters (14), swimming pool or club (21), Guides (6), and generally more activities for teens and children (19). There were numerous mentions of wanting more informal educational type opportunities. Also, there were several mentions of wanting a type of club or organized activity (e.g., hiking clubs, dance nights, drama groups, etc.) that already exists in the Valley, so possibly better advertising and promotion by these organizations is a worthwhile consideration.

Obviously there is a very high rate of participation in local events and organizations among the residents of McBride and area. This signifies that they care about community life and are willing to expend the time and effort to help maintain and improve the community. This is a great community strength, and needs to be acknowledged as such. It also bodes well for any efforts at economic revitalization.

## 4.2 *Satisfaction with the Community*

This section is concerned with the general perceptions and satisfaction with the community on a range of topics, as perceived by the respondents. It is useful to show what people like and don't like about the McBride area. It is also useful to see where peoples' perceptions may or may not be in line with the demographics as portrayed in the socio-economic data collected in this survey.

### 4.2.1 *Quality of Life Perceptions*

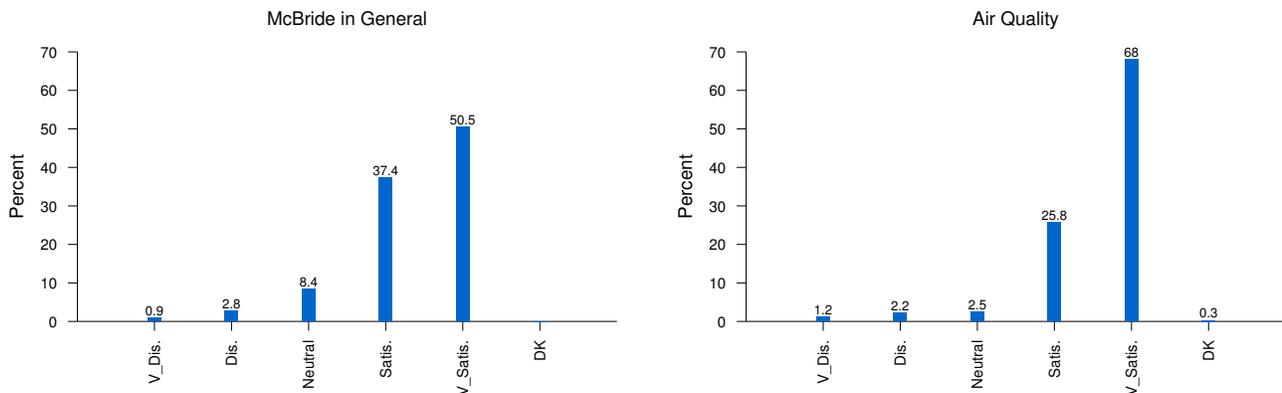
Question C1 asked respondents to indicate their level of satisfaction with a number of different aspects of the local community, with the levels between "Very Dissatisfied", "Dissatisfied", "Neutral", "Satisfied", "Very Satisfied", and "Don't Know". The summary results are shown in Table 4.3, tabulated as a percentage of the total valid responses received for each item. Total responses ranged between 310 and 322 for this question.

The great majority (87.9%) responded as "Satisfied" or "Very Satisfied" with McBride in general, with nobody having no opinion. Similarly, most people were quite satisfied with the air quality in the Valley. (figure 4.1) . Other areas where there was high satisfaction, but not quite as general, were community events, community safety, community pride, voluntary and recreational organizations, and small businesses.

**Table 4.3** C1. Satisfaction with McBride and Area – Various Aspects (Percent of Total Responses)

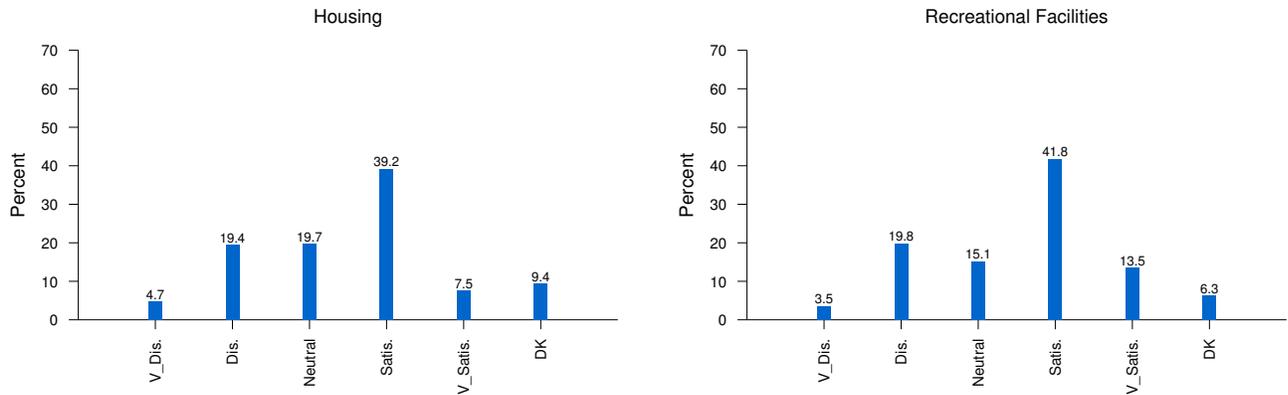
Variable	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know
Small Business	1.0	8.7	17.4	55.5	16.5	1.0
Community Pride	1.6	10.3	15.6	45.0	24.4	3.1
Opportunities for Youth	13.2	39.6	22.0	12.9	1.9	10.4
Employment Opportunities	8.8	40.4	19.7	20.1	3.8	7.2
Opportunities for Women	6.9	27.0	26.0	25.4	4.4	10.3
Housing	4.7	19.4	19.7	39.2	7.5	9.4
Shopping	4.1	20.6	21.2	43.4	10.3	0.3
Voluntary Organizations	0.0	4.1	19.9	43.2	21.5	11.4
Recreational Organizations	1.6	11.3	21.4	40.9	15.1	9.7
Recreational Facilities	3.5	19.8	15.1	41.8	13.5	6.3
Community Events	1.3	8.5	22.0	51.6	12.6	4.1
Special Needs Services	9.0	27.4	16.2	18.1	1.6	27.7
Community Safety	0.6	9.8	12.6	53.9	18.9	4.1
Recycling	4.0	16.2	14.0	45.8	18.4	1.6
Air Quality	1.2	2.2	2.5	25.8	68.0	0.3
Health Care Services	7.2	23.1	16.2	35.5	15.0	3.1
Social Services	4.7	15.4	16.9	25.7	5.6	31.7
Telephone Services	9.7	23.1	14.3	43.3	9.7	0.0
Computer services	6.6	22.0	15.7	27.4	7.9	20.4
Job (Re)Training Program Facilities	13.2	27.0	17.9	13.2	0.9	27.9
McBride in General	0.9	2.8	8.4	37.4	50.5	0.0

**Figure 4.1** High Satisfaction



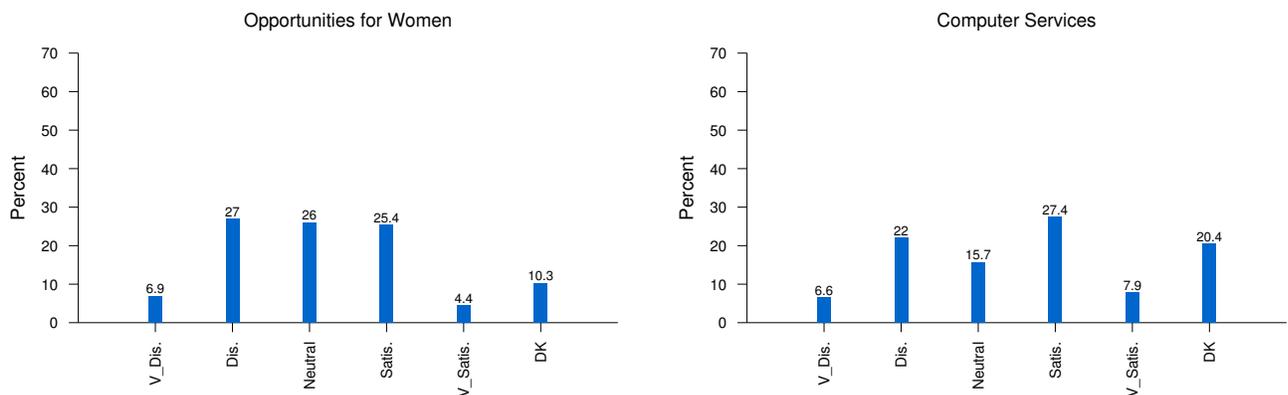
On other questions, such as recreational facilities, housing, shopping, health services, recycling, and telephone services, there was general satisfaction expressed but a broader range of opinions with a significant number of dissatisfied respondents. (Figure 4.2).

**Figure 4.2** General Satisfaction



Still other questions could be categorized into those areas having an almost equal percentage being dissatisfied as satisfied, with a very broad range of opinions expressed. Computer services, social services, and opportunities for women fit here. (Figure 4.3).

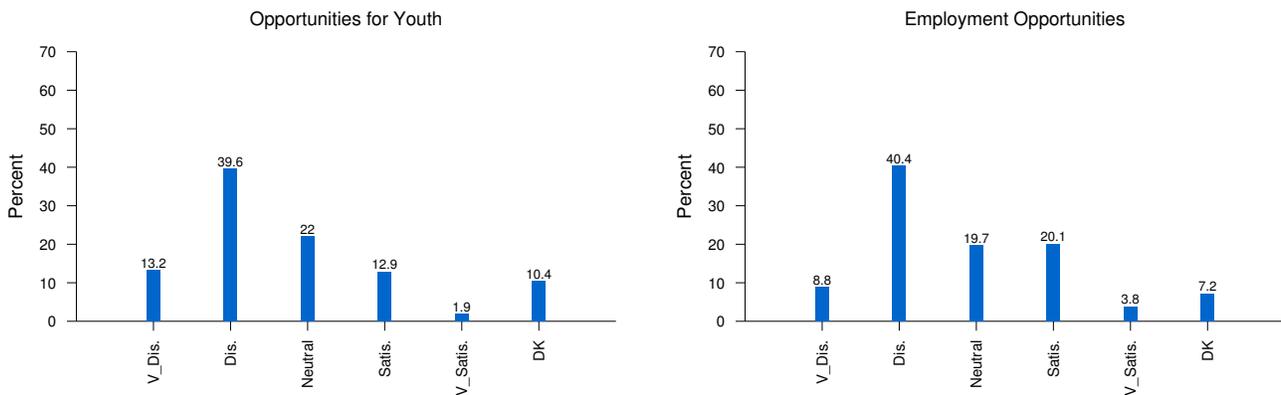
**Figure 4.3** Dissatisfaction and Satisfaction



And finally, there are those areas where there was general dissatisfaction expressed. Employment and youth opportunities, services for people with special needs, and job (re)training

program facilities were areas with high percentages of dissatisfaction expressed. (Figure 4.4). Regardless of the general perceptions, there is no indication from this survey that significant numbers of people have been unable to find employment, although there are indicators that self-employment has seen a large increase recently. Perhaps the dissatisfaction expressed here is more a reflection of the income opportunities, or the lack of secure well-paying wage employment opportunities.

**Figure 4.4** Dissatisfaction



### 4.2.2 Perceptions of Change

Question C3 asked respondents to indicate how a number of community services and conditions had changed over the last two years. Choices ranged from "Significantly Worse" to "Significantly Better", or "Don't Know" as another option. The number of valid responses ranged from 316 to 321 over the range of questions, but significant numbers responded with "Don't Know" to all questions. The results are summarized in Table 4.4.

The majority of the answers to most of the questioned areas could be summarized as no change in the last two years when averaged over all responses. Many questions had approximately equal numbers of responses on the "worse" and "better" sides, with the majority of responses being "No Change". The areas that were reported to have improved on average were the volunteer fire department, access to dental and day care services, and garbage collection. (Figure 4.5). It is a very good indicator that the service judged to have improved the most (the fire department) was a volunteer organization.

Areas that were judge to have gotten worse were local economic and employment opportunities, hospital services, and secondary education. (Figure 4.6). However, there were significant numbers that felt even these areas had seen improvement in the last two years.

**Table 4.4** C3. Perceptions of Change in the Last Two Years (Percent of Total Responses)

Variable	Significantly	Somewhat	No Change	Somewhat	Significantly	Don't Know
	Worse	Worse		Better	Better	
Local Economic Opportunities	12.0	26.8	21.1	24.6	3.8	11.7
Local Employment Opportunities	14.9	25.7	18.1	27.3	4.4	9.5
Community Safety	1.2	9.3	61.1	15.6	3.7	9.0
Volunteer Fire Dept.	0.0	1.2	46.7	20.9	9.3	21.8
Access to Hospital Services	9.4	27.8	35.3	11.9	5.3	10.3
Access to Alt. Health Services	7.2	12.9	36.8	21.4	5.0	16.7
Access to Dental Services	5.9	15.3	28.1	31.2	10.6	8.8
Access to Day Care Services	1.6	7.0	18.0	19.9	7.9	45.6
Elementary Education	3.8	10.0	37.3	14.4	3.8	30.7
Secondary Education	5.0	12.9	37.2	7.6	2.8	34.4
Access to Post Secondary Ed.	6.6	10.4	39.4	10.4	1.3	31.9
Services for Seniors	5.7	10.7	36.9	10.4	1.9	34.4
Garbage Collection	2.5	6.3	44.3	15.1	6.0	25.8
Water Quality	0.9	7.2	62.4	8.2	2.5	18.8
Sewer Services	1.3	2.2	55.3	4.4	2.5	34.3
Road Maintenance	7.5	21.3	41.1	20.4	3.4	6.3
Snow Clearing	3.1	12.5	57.1	16.3	3.8	7.2
Community Access Centre	7.8	11.9	18.2	7.2	2.5	52.4
Indoor Recreation Facilities	0.3	2.2	69.1	9.4	2.8	16.2
Outdoor Recreation Facilities	0.9	7.6	54.3	19.9	1.9	15.5
Cultural Events	1.6	3.5	60.3	14.5	0.9	19.2
Personal Financial Situation	7.1	20.5	43.3	20.5	4.5	4.2
Involvement in Local Events	1.2	9.7	61.9	19.1	2.5	5.6

Figure 4.5 Services That Improved

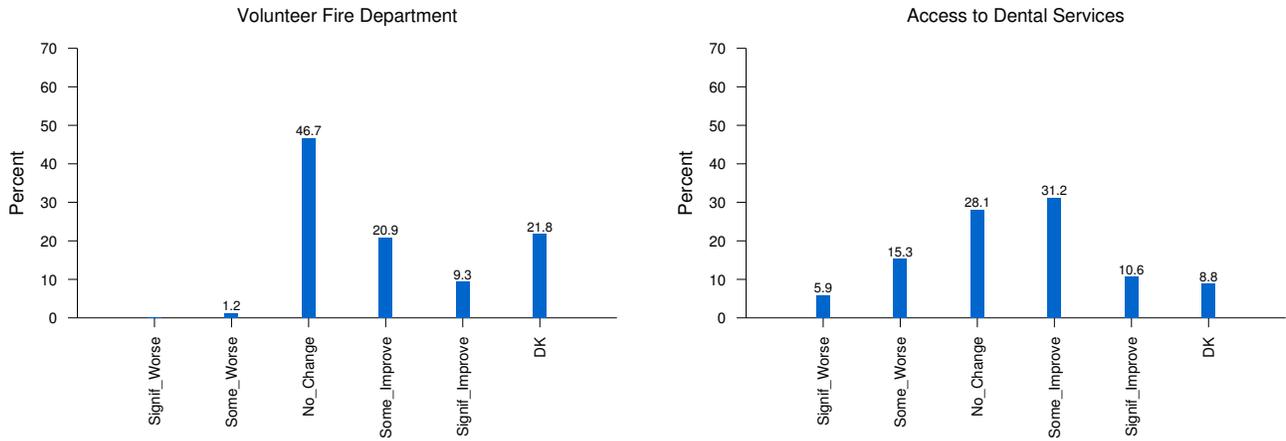
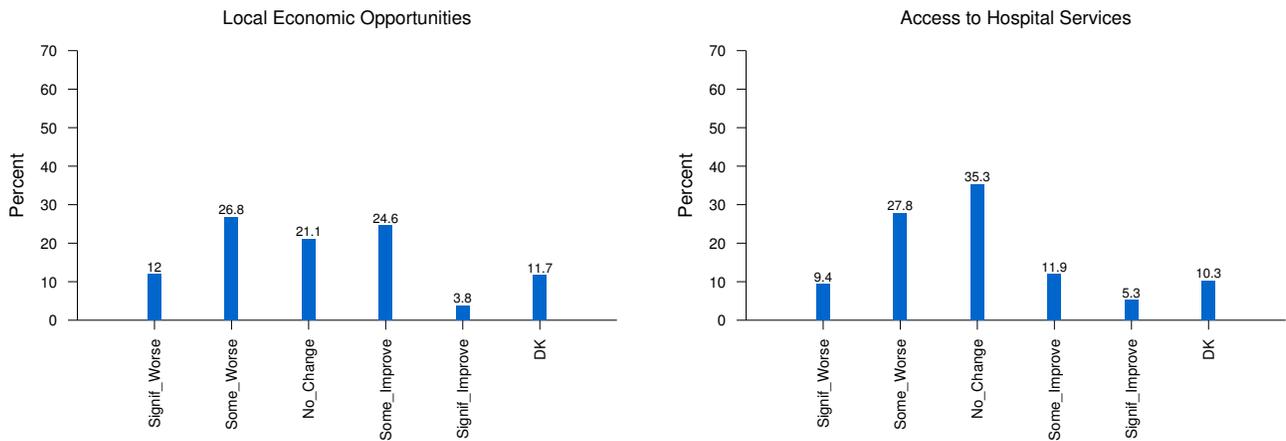


Figure 4.6 Services That Got Worse



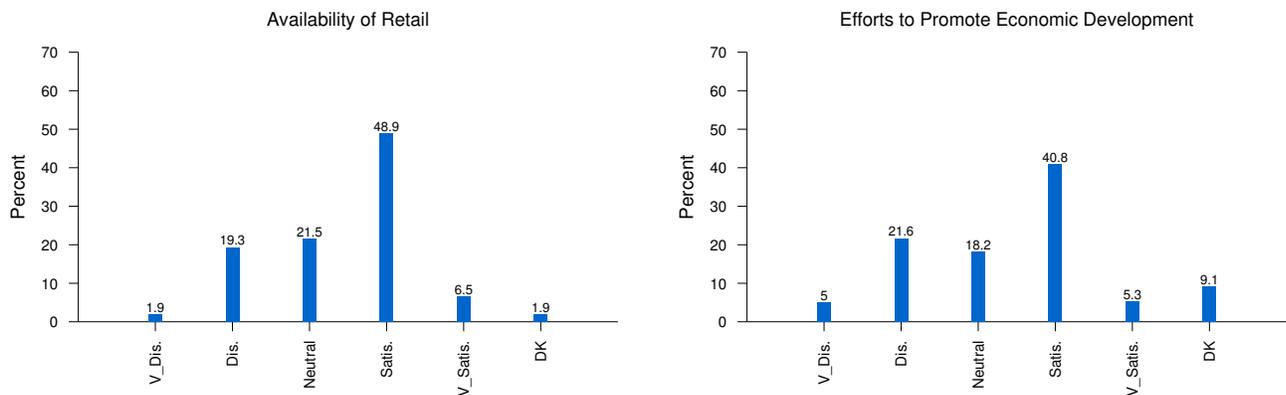
### 4.2.3 Satisfaction with the Economy

Question C2 asked people about their degree of satisfaction with several aspects of the local economy and economic development. The results are summarized in Table 4.5. There was a lot of variation in the perceptions given, with the availability of retail receiving the most points for satisfaction, and efforts to promote economic development, cooperation among community and economic development organizations, and leadership in economic development also being given generally satisfactory ratings. (Figure 4.7).

**Table 4.5** C2. Satisfaction with the Local Economy (Percent of Total Responses)

Variable	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know
Cooperation Among Leaders	3.1	18.4	25.0	27.8	3.4	22.2
Availability of Economic Advice	2.8	23.4	23.1	24.9	2.5	23.4
Efforts to Attract Entrepreneurs	9.1	33.9	21.0	15.4	1.6	19.1
Collaboration Among Towns	6.6	21.2	22.8	25.0	4.4	20.0
Leadership in Economic Development	9.7	16.9	22.8	28.1	8.4	14.1
Availability of Retail	1.9	19.3	21.5	48.9	6.5	1.9
Efforts to Promote Economic Devel.	5.0	21.6	18.2	40.8	5.3	9.1

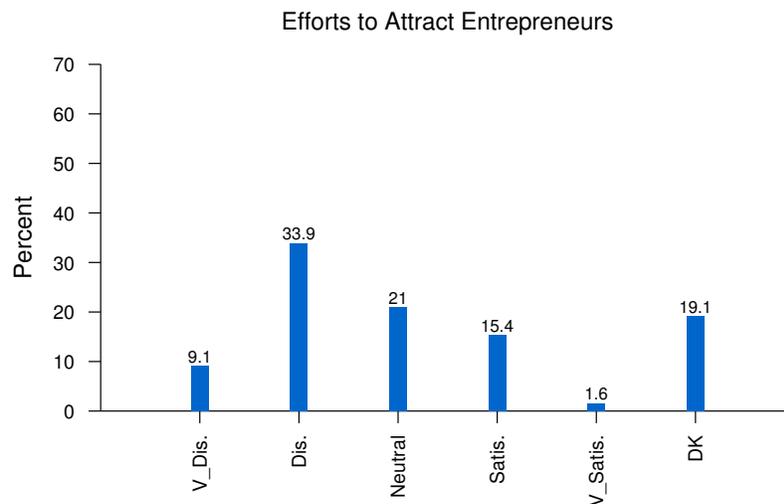
**Figure 4.7** Satisfaction with Economic Endeavors



Efforts to attract entrepreneurs was given a generally dissatisfied rating. (Figure 4.8). This is an interesting perception, since the socio-economic data clearly show a very high rate of self-employment locally. Presumably these self-employed residents normally would

be considered entrepreneurs, and the area has already attracted a considerable number of them. Perhaps the respondents were defining entrepreneurs as business persons capable of employing a significant number of local residents, and discounting the small self-employed businessmen.

**Figure 4.8** Dissatisfaction with Economic Efforts



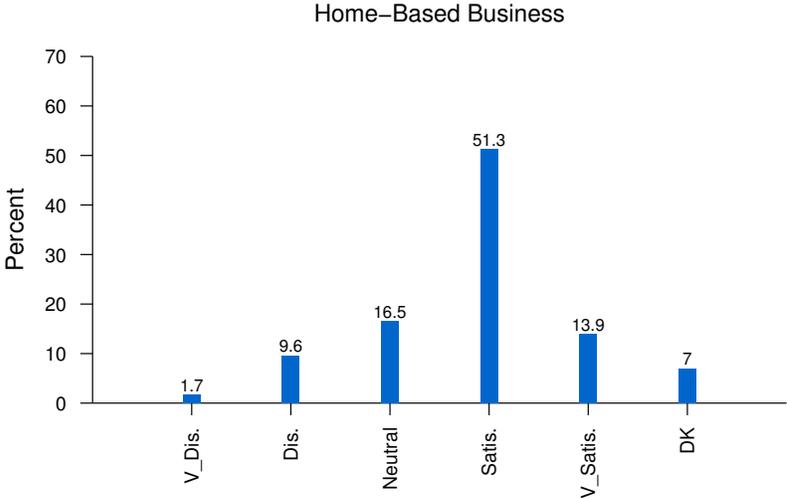
#### 4.2.3.1 Self-Employment Satisfaction

Questions E7 asked respondents to rate their satisfaction with McBride and area as a place to operate a home-based business. There were 115 valid responses to this question, with the results shown in Figure 4.9 as percentages of the total responses (Also see Table A.9).

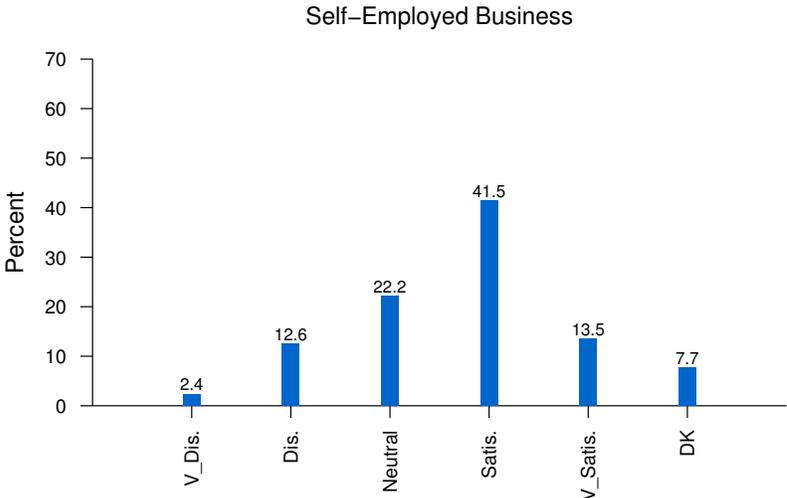
Question E10 asked a similar question concerning McBride as a place to operate a self-employed business. There were 207 valid responses to this question, and results are shown in Figure 4.10.

There is general satisfaction with McBride as a location to operate both home-based and other self-employed businesses, although there was slightly higher satisfaction expressed for the home-based businesses.

**Figure 4.9** Satisfaction with McBride as a Place to Operate a Home-Based Business



**Figure 4.10** Satisfaction with McBride as a Place to Operate a Self-Employed Business



---

### 4.3 *Summary*

The residents of McBride and area are heavily involved in a number of volunteer activities and organizations, with the average respondent listing 2 or more organizations of which they are members. There is demand for even more active community organizations. Possibly this level of involvement in the community stems from a mixture necessity, opportunity, and lack of the distractions found in more urban settings. Whatever the reason, this willingness to invest personally in the local community is a very good indicator of community health. Any attempt at community economic revitalization will have a much greater chance of success if this willingness to get involved can be extended to the hard work of innovative economic visioning.

Overall, the residents of McBride are satisfied with their local community. This includes general aspects of community life, as well as most economic aspects, including self-employment. There are specific areas of dissatisfaction, such as employment and youth opportunities and services for people with special needs, that will be discussed in more detail in Chapter 6.

When asked to indicate how things have changed in the last two years, most respondents thought there had been no significant changes in the majority of questioned areas, although a majority of respondents thought there had been a change for the worse in employment and economic opportunities, hospital services, and secondary education.

---

<sup>1</sup> Halseth, et al, 2002. Perceptions Report, pg 10.

---

# 5 Discussion of Survey Comments

## 5.1 *Suggestions for More Clubs, Section A.2.3*

There were many suggestions or requests for more clubs or organizations. Some of the suggestions were really for a commercial operation (slaughterhouse, reliable internet company, local newspaper); others were of a really general nature that would be hard to organize in practice without a much more specific direction. And in reality, there are probably not enough volunteers available within the community to organize and maintain all the suggested clubs.

However, there were 14 specific for a Toastmasters club, and that is a specific organization that imparts skills to its members that are of benefit to the community at large. There were also several requests for adult educational related facilities. And there were 15 requests for a community swimming pool to be built, which could go a long way to alleviate the lack of activities for children. It is highly recommended that these interests be pursued.

Some of the suggestions were for a more active existing organization (Chamber of Commerce, Royal Purple, Legion, Elks), or for the creation of a club that already exists (hiking clubs, drama groups, dance night, etc.) Both of these cases point to a need for more effective communications from these organizations to the public at large. It also is an indication that more active volunteers are needed in order for all the existing organizations to function at optimum level.

The unanswered question is how to promote and facilitate the desires of the community for the active presence of all these organizations? There is no easy answer to this question, but a larger population to draw upon for volunteers and organizers would help. A functioning community calendar to help advertise and promote activities would also help draw in more participants.

## 5.2 *Suggestions for Improving the Economy and Employment Opportunities*

Survey question C4 asked for ways to improve the economy of McBride, question C5 asked about ways to improve the employment opportunities, and questions E9 and E11

---

requested suggestions for improving the local community as a place to operate a home-based or self-employed business, respectively. See section A.3.1, section A.3.2, section A.5.5, and section A.5.6, for the actual comments.

Many of these suggestions were of a very general nature, some to the point of not expressing any substantial idea other than a desire for improved economic opportunities. This is just an indication of how very hard it is to envision something different from what is already here. The economy is undergoing a rapid structural transition, and nobody really knows what tactics will be best for the future. In fact, there were several comments to the effect that a change in attitude and vision was most important in improving the economy. Surprisingly, there were few suggestions concerning opportunities in niche markets for agricultural products.

There were other comments generally of the opinion that a change in governmental policies or provision of services would help the local economy. While this might very well be true, these changes are largely beyond the abilities of the local community to effect. Lobbying by local authorities or organizations is about the only avenue of action here, and that has only proven effective on a widespread collaborative basis with many other communities. Political action is not to be discounted, but it would be ineffective to focus community revitalization efforts around the success of effecting political changes in Provincial or Federal governments.

However there were some very specific ideas presented, and some other ideas of a more general nature that, while seemingly simple, could have really dramatic impacts on the local economy. Moreover, they are within the powers of the local community to initiate. The more general ideas will be presented first, and then some of the specific ideas will be mentioned. Not all the ideas in the comment sections will be mentioned here; readers are encouraged to examine the entire lists of comments and take any inspiration to be found there.

### 5.2.1 General Suggestions

**More local population:** While this might seem obvious as a factor in the vitality of the local economy, and a necessary side effect of an improving economy, it is worthwhile examining deliberate efforts to attract more people to live here as a means of improving the economy. More local population means more services and goods are needed, which creates more local economic opportunities in a synergistic manner.

It has usually been assumed that people need jobs to be locally available before they could consider moving into an area. This is no longer the case for two main reasons: an increasing population of healthy, active retirees, and the increasing ability of workers to perform their jobs remotely via the internet. In fact, there are local people already working as writers/editors and website programmers for international clients. Combined with the increasing importance of self-employment as an accepted career path, these factors

make promotion of the Robson Valley as an attractive place to live a viable standalone option.

Of course, this option would require careful planning, in terms of land use and provision of utilities and services, to avoid degradation of the local quality of life that draws people to live in the Robson Valley in the first place.

**Support local businesses:** This idea was mentioned numerous times in various ways. On the surface it might seem to be of minor importance, but research has shown that locally owned businesses tend to spend more locally on supplies and services than do bigger franchises or chain-stores, thus generating much more economic activity than their actual cash flow would indicate. And of course, any money spent outside the local area is lost to the local economy, excepting for the economic activity produced by the goods or services purchased.

One study found that every dollar spent at a locally owned bookstore generated \$4.50 in economic activity locally, as opposed to \$0.13 in economic activity generated by the same dollar spent at a chain store in the same community<sup>1</sup>. Presumably the economic multiplier effect would be even more pronounced when comparing shopping dollars spent out of the community to local shopping. But if the 4.5:1 ratio is assumed, and if we assume that 350 households (approximately half of the total households in the McBride area) could be persuaded to transfer \$500 spending per year from Prince George shops to local vendors, this could mean as much as \$800,000 more per year in local economic activity. This is almost like a free grant, because it doesn't require any more income or jobs to be effective.

On a side note, another study found that people tended to shop out-of-town when they traveled to larger centres to access medical or business services<sup>2</sup>. So it appears that loss of local medical and government services has a negative effect on the local economy far in excess of the direct loss of jobs and associated incomes.

**Tourism:** There were many comments suggesting that increasing tourism would help the economy. This is an obvious avenue for expanding the local economy, given the visual and recreational opportunities surrounding McBride. However, there are several caveats that need to be considered in the promotion of tourism:

- The accommodation, food, & beverage, and the retail sectors, which are the industry sectors where most traditional tourism jobs are located, have the lowest average weekly wages of all industry sectors<sup>3</sup>. Furthermore, the wages in these sectors have been declining in real dollar terms. To have a real beneficial effect on the local economy,

tourism promotion needs to focus on more than just bringing in more visitors to be fed and housed.

- Despite previous promotion efforts, jobs in the tourism sector have increased only modestly and most of this increase has been in self-employment. Some other tactic is likely needed to get the most benefit from the dollars spent on tourism promotion.
- Recent years have demonstrated how the numbers of tourists are negatively affected by conditions totally outside the control of the local community. Examples include poor snow conditions, SARS, and forest fires burning anywhere in the Province. Rising transportation costs and international terrorism and instability have negative effects as well. It is not enough to try and capture a portion of the general stream of tourists when those numbers can be so fickle; efforts need to be taken to attract visitors to specific activities or events that are unique to the McBride area.
- There are conflicts around land use and tenures between various recreational sectors, and between recreational users and natural resource users. A mechanism for solving these conflicts needs to be implemented, and a means of enforcing these solutions found, before expansion in commercial backcountry tourism really becomes feasible. Past efforts to find solutions have been fairly successful, but means of enforcing these solutions are lacking.

Specific ideas on tourism will be discussed in the following section.

**Forestry:** Many comments suggested increasing logging, more mill shifts, or conversely, decreasing logging or getting rid of the larger mills. None of these alternatives are really feasible objectives for any community revitalization plans, at least in the short term future.

The available merchantable timber in the McBride area is mostly allocated already, and there is no real room for another major mill using the local forest resource. Indeed, the current producers will be having to deal with lower timber volumes in the coming decades as the falldown effect comes into play. Besides, the production volumes of the local mills is largely determined by international demand and can't just be ramped up to meet local employment needs, even if the log supply is available.

While the importance of the forest industry has been declining for many years, it is still a mainstay of the local economy. The sudden permanent cessation of operations from either McBride Forest Industries or TRC Cedar would have serious negative effects on the community. Some viable alternatives must be proposed by those wanting lower volumes of timber harvesting before their desires can be seriously considered. The forest products industry is undergoing rapid change, and these local companies are working hard to adjust and stay competitive. The best solution for the community is to work with the

local forest industry insofar as possible, to effect any changes in forest practice deemed desirable.

There were also many comments preferring an increase in value-added wood products manufacturing. This is an area where there are untapped opportunities, but there are also structural impediments standing in the way of taking full advantage of these opportunities:

- Many (probably most) value-added products require logs and/or lumber of very specific species, sizes, and grades. There are presently no public and reliable means of obtaining a wood supply of the necessary qualities and quantities from the local timber supply area. It is very difficult to get a value-added project started without even a potential means to ensure a steady wood supply.
- financing has been an ongoing hurdle for all small businesses in the area, and especially so for a start-up project. This was mentioned several times in the comments. Many local small business proposals actually fall into the "micro-business" category of banks and government lending agencies, so don't really qualify for the type of credit offered. Some better means of financing small start-up operations would probably increase the number of successful value-added wood products businesses locally.
- The Robson Valley has a very small population and is far from the larger centres where most value-added products find their main markets. This increases transportation costs and makes marketing much more difficult. Means to overcome these difficulties must be considered when planning a value-added business if failure is to be avoided. A business that might thrive in Prince George or Vancouver could face insurmountable obstacles if located in McBride.

If these obstacles can be overcome, then there is great potential for expanding the value-added sector. The Robson Valley forests produce some of the highest quality softwoods in the world, and this high quality portion of the forest profile is not currently being utilized up to its potential value.

**Local educational/training facilities:** There were numerous comments complaining about the lack of local educational or training opportunities. The ending of CREDA operations seems to have left a big hole in the community, and some sort of facility to provide adult education and short training courses is well worth pursuing.

## 5.2.2 Specific Suggestions

### 5.2.2.1 Communications and Technology

**Improved access to communications technologies.** This is an item that is currently being addressed by the Village Council and other authorities, and some progress is being

made. Nevertheless, it is essential that the full range of communications and internet technology be made available throughout the Valley if efforts to attract more people and diversified businesses are to be successful.

**Promote high tech industry, including video and music studios.** There are many advantages for high tech industries to locate in the McBride area when compared to areas such as the Lower Mainland, including lower overhead costs, lower costs of living, low crime rate, and abundant local recreational opportunities. The stunning visual setting of McBride could be an added attraction for film settings. However, the issues of poor communication and internet access needs to be addressed for this industry to function here, as well as the poor access to international airports and inconsistent power supply. Getting the beginnings of a tech industry established locally, and effective marketing of the area to the right prospects would do a lot to bring this potential to reality. An added benefit to this industry is that it will place minimal demands on the natural resource base, and will bring a lot of outside money into the local economy. There is a huge potential opportunity here, but it won't happen without promoting it.

### 5.2.2.2 Tourism

**Ski Hill.** Certainly the proper terrain and snow conditions for a skill are found in the area. Whether or not a commercial ski hill could be viable in the McBride area is an open question. The idea has been explored by others previously, but no project has gone ahead. It is up to an entrepreneur to take this idea and do the ground work to establish feasibility first.

**Retreat centre.** With growing international interest in alternative medicine and spirituality, there is certainly an opportunity to develop a retreat centre in the Valley. This is already occurring on a small scale. There are also markets for corporate retreats and conferences. Again, it is up to somebody to take up this idea and act upon it.

**Festivals.** This refers to music festivals, and also summer or winter recreation festivals. Festivals are notoriously difficult to operate as money making events, and they require an enormous investment of time by local volunteers. Nevertheless, they promote the area and add to the community life.

### 5.2.2.3 General Industry

**Brewery.** This industry was mentioned many times in the survey. Successful "boutique" breweries have been established in other small communities in BC, and presumably one could be successful here. The resources and infrastructure to operate a small brewery are probably more than adequate, but previous comments about needing an entrepreneur to do the feasibility studies and actually starting an operation apply equally here.

**Electrical generation.** This was another common topic. There is an established track record of successful small local hydro plants being established in the last decade, and there possibly are opportunities to utilize wood or agricultural waste for feedstock in a generating plant. Work has been undertaken in the last year to make the Valley self-sufficient in power in case of a failure in the general electrical distribution grid, and there might be further opportunities in securing and stabilizing the power supply (development of equipment or controlling software). Certainly anything that makes the hydro supply more reliable will help the general economic prospects, especially if it reduces the use of non-renewable energy supplies.

#### 5.2.2.4 Government Policy

**Establish a local Economic Development office.** This idea was mentioned several times. This could also be implemented as an economic development committee, but would still probably require the services of a paid employee to coordinate activities and meetings. The success of this office (or committee) would depend greatly on the commitment, skills, and vision of the personnel involved.

#### 5.2.3 Concluding Comments

There were over 600 individual suggestions made as to ways to improve the economy, and only a few of them were specifically mentioned above. Many suggestions were found under several sectors, and many ideas had implications for the implementation of other ideas, and for the community in general. The comments above are made mostly with the intention of pointing out some of these implications, and to serve as a starting point for future discussions of these suggestions. It is up to the community at large to decide which ideas they wish to support, and for the most part it is up to individual entrepreneurs and businesses to implement them. Local authorities will mostly find themselves in the role of facilitator to help initiate and implement economic projects, and only occasionally take on the leading role.

---

<sup>1</sup> Civic Economics, pg. 14

<sup>2</sup> Halseth, Ryser, and Durkee, pg.57

<sup>3</sup> Stamm, pp.49-49

---

# 6 Community Skills Assessment and Summary Analysis

## 6.1 *Community Employment and Professional Skills*

There were several opportunities in the survey for respondents to record various skills they possessed that might be of value to the community. There were almost 1400 separate skills listed in these responses, with many skills being possessed by numerous people (See Section A.4.7). It would be hard to find a specific professional, employment, or general life skill or talent that wasn't listed somewhere in the results.

### 6.1.1 Strengths

As might be expected, the area is home to a great many skilled farmers, ranchers, and forestry workers. While these skills are directly important to the vocations where they are employed, perhaps of more value to the community is the context in which the skills were learned. Independent business persons working in the bush or the fields are forced to solve many problems involving machinery and materials handling, and usually become adept at finding solutions with the resources on hand. This sort of experience is very useful in starting any new enterprise in any industry, especially when innovative problem-solving is required.

Other areas with a high number of skills reported were heavy equipment operation and repair, first aid and emergency response, outdoor recreation skills, artistic and cultural skills, and construction skills. There were also a fair number of professional certifications mentioned, in areas from natural sciences to the arts and humanities.

Another positive indication was the number of people currently taking educational or training courses, and the breadth of subject matter being studied (See Section A.4.5).

### 6.1.2 Weaknesses

Given the extremely broad range of skills listed, it is hard to find real weaknesses in the skill set found among the local population, but a couple of minor items were evident:

There were numerous mentions of skills in very specific subjects, especially computer programs, sawmill equipment, and government certificates. While these skills are useful for their intended purposes, they are often limited to use in a very particular work

environment, and are not easily transferable to other industries or environments. It is advisable to keep this in mind when considering more training or education in any particular field.

The other weakness that stood out was the lack of people mentioning ability in marketing (only five responses). With so many self-employed people in the Valley who are presumable also responsible for marketing their own services or products, it might be expected that many more people would consider themselves to have some skill in this area. Anecdotal evidence suggests that this is a commonly lacking skill among the local craftspeople, even to the point of it not being recognized as necessary for the success of their enterprises. This is probably the biggest weakness in the local skill set for new small businesses seeking markets outside the local area.

## 6.2 *Natural Resource Assessment*

While this survey did not specifically ask any questions about the local natural resources, concerns about the use of these resources was present in many of the comments. Suggestions for more (or less) logging, more support for agriculture, and more backcountry access for recreation were common. Since there is potential for much conflict between various resource users, it is appropriate to make some comments here about the interaction of the natural resources and the local economy.

The Robson Valley has some of the most stunning visual scenery to be found in the world, with rugged glaciated mountains, heavily forested valley bottoms, and pastoral farm scenery in the settled portions. There are large areas of wilderness and relatively healthy wildlife and fish populations. These are the assets that much of our present (and future) tourist industry depends upon. They also contribute greatly to the local quality of life, and are a major asset when seeking to attract new residents.

Although it is hard to quantify, this natural setting does have an economic value in and of itself<sup>1</sup>, just because it contributes to the quality of life. In addition there is the direct economic value to tourism operators. If any planned economic development results in the loss of some of the visual or wildlife resources, there will be a negative economic impact on other members of the community that needs to be justified in order to justify the development itself.

On the other hand, the rich forests and agricultural land have traditionally provided the majority of economic activity in the Robson Valley. While their importance has declined recently, forestry and agriculture continue to be major drivers of the local economy, and there is no intrinsic reason why they cannot continue to be important.

However, both agriculture and forestry are undergoing rapid change and it is becoming increasingly hard to maintain viability with the production of the commodity products that have been the common outputs in the past. When the relatively small area and

scattered nature of both good forest and agricultural land is also considered, it becomes more clear that concentrating on niche and value-added markets is a better option for the future than attempting to expand commodity production. Maintaining local control of both the resource base and the production facilities is the best way to proceed towards value added production, as well as facilitating cooperation between all the local users of the land base.

### 6.3 *Infrastructure Assessment*

While most people expressed satisfaction with the McBride area in general, there were several areas where the infrastructure was found lacking:

**Communications.** Lack of cell phone service, and lack of affordable high-speed internet access throughout the valley were the most common complaints. Efforts are ongoing to remediate this situation, but success in these efforts is crucial for the future of the local economy.

**Transportation.** There were several complaints about the high costs of transportation to markets, general lack of transportation options, and requests for a road link to Wells/Barkerville. It is difficult for the local community to effect changes in transportation costs or road construction locations, but perhaps it is worth examining how more options for transportation to and from McBride might be provided.

**Housing.** Some dissatisfaction was expressed with the state of housing in the McBride area, both in terms of the state of existing housing and the lack of building lots for new construction. There is some evidence that recent immigrants have preferred rural residences over houses in town<sup>2</sup>, which makes provisioning of services more difficult and may conflict with subdivision restrictions in the ALR. In any case, careful planning of residential growth is needed as part of any plan for economic growth.

**Health and Special Needs Services.** Some of the dissatisfaction in these areas stems from provincial government cutbacks, while some of it lies merely in the difficulties of providing services to a small population base. Lobbying the government to restore services is one obvious way to correct the problems, but past experience has shown that too much reliance on government provided services makes the community vulnerable to the changing whims of the current government. Ways to provide health and special needs services independent of the government need to be explored, or we risk losing more population to larger centres as the average age of the population increases.

**Education.** There was some dissatisfaction with the secondary school education, and more general dissatisfaction with the lack of adult education/training facilities. The reasons for the lack are again mainly due to government actions, and the best solution seems to find a local means of improving these services irrespective of the government.

Adult education/training is becoming ever more important as the nature of work and employment is changing and people are forced to change careers. The widespread availability of high speed internet access is also becoming more important in education, which makes efforts to improve communications infrastructure that much more important.

## 6.4 *Suggested Actions and Goals*

The suggestions presented here are not meant as definitive or authoritative, or in any way complete, but are offered solely as discussion points to help get some positive actions underway. Many of these ideas are not new, and some may already be in the planning stages. Some initiatives are appropriate for municipal or regional governments to undertake, others will be appropriate for community organizations, and others will be more appropriate for individuals or companies. Collaboration between all community members and organizations will help facilitate progress in every case.

### 6.4.1 **Support Local Businesses**

**Initiate a "Buy Local" Campaign.** This is probably the cheapest and easiest suggestion to effect. It requires some cooperation and initiative from the local business community, but has the potential for a large return on investment.

**Extend and Expand the McBride Community Market.** If the current local market could find means to extend it's season at least until Christmas time, it might attract a lot more vendors and customers alike. This would require finding another venue protected from the weather.

### 6.4.2 **Education**

**Forestry Research/Education Centre.** An educational facility for the purpose of forest research and education should be established. This centre would serve as a base for researchers and university students to conduct research within the Robson Valley forests. It would also offer short courses for the general public on the local forest ecosystems and logging methods, and possibly offer high school and university level courses. Ideally this facility would be a money making operation.

This centre would serve the dual purpose of carrying on the excellent research done under the Enhanced Forest Management Pilot Project, and capturing some of the growing demand for educational tourism. It would also help to promote some of the unique aspects of the Robson Valley forests.

**Adult Education Centre.** A facility should be established for offering general interest short courses, providing upgrading services, and hosting retraining seminars/courses. The facility would have a tutor/manager on site during all open hours, and be available for drop-in use for those needing internet access or other aids in completing distance education courses.

### 6.4.3 Natural Resource Use

**Log Yard.** A log yard for grading and sorting harvested logs should be established. This log yard would offer graded lots of logs for sale by auction or other means, and would act as a sales agent for the McBride Community Forest, other forest tenure holders, and private forest owners. Any legal entity would be accepted as a valid buyer, although there might be options for preferring local purchasers.

**Land Use Committee.** An ongoing committee of all local stakeholders should be established to discuss issues of contention over land use plans, and hopefully reach decisions acceptable to all. At the very least, it would aid efforts to cooperate among the various community stakeholders. Efforts should be made to persuade the provincial government to accept decisions coming out of this committee as authoritative.

**Residential Growth.** Planning for residential expansion and subdivisions needs to be revisited to better provide for improvements to existing housing and rational expansion of future housing.

### 6.4.4 Tourism

**Package Offerings.** Some means needs to be found whereby a tourist can purchase a package of local tourism products. Possible components of the packages would include lodging, meals, transportation, retail vouchers, tickets to cultural or educational activities, and guided outdoor recreation activities. These tourist packages could be offered as standalone products, or as part of a larger package being sold by international tourism brokers. The aim of these packages is to make it easier to capture more tourist visits for longer periods of time

**Corporate Retreat Centre.** There is a large opportunity for this community to offer a place where corporations or organizations could bring their employees/members for training seminars or retreats. This is a large and high value market. Probably new facilities would need to be constructed, but there are opportunities to start in this type of activity with existing infrastructure.

**Cultural/Educational Tourism.** There are many unexplored opportunities in this area, and there are numerous examples of small communities in BC attracting international

participants to their music, art, and drama festivals. McBride could be another of these communities if enough local residents decide to take on the challenge.

#### 6.4.5 Increasing Population

**Attract High Tech Industry.** Efforts to attract new industry should be targeted towards small firms utilizing computer technology to produce and deliver their products. Examples of such firms could be forestry or environmental consultants, computer software developers, music recording studios, film production studios, or designers of recreational gear. These type of enterprises are not hindered greatly by the distance to markets nor the physical isolation of the area, and they place minimal additional demands of the local natural resources. In addition, the addition of each small enterprise to the economic mix of the valley is less disruptive than would be the entrance of a major enterprise.

**Target Specific Groups.** Customized promotional material should be developed tailored towards attracting prospective immigrants from particular industries or backgrounds. An example could be a website page promoting the area for software developers, or placing brochures at a cultural festival promoting the area for wildlife or nature photography. Again, this tactic is designed to attract residents who more or less bring their employment along with them and can cheaply deliver their products anywhere in the world.

A slightly different example of this tactic would be to promote the McBride area to active retirees, with the outdoor recreation and low cost of living being the main attractants.

### 6.5 *Concluding Comments*

The survey data reveals a community with a great breadth and depth of skills and concern for the health of their community. This is a very good indicator for the future vitality of the area. The analysis and suggestions contained in this report has mainly focused on describing the wealth of human resources residing in this valley, and on suggesting ways to invigorate the local economy irrespective of governmental decisions.

The data also reveals a substantial proportion of the population with lower levels of formal education and industry specific skills that are in danger of being left behind as the economy changes. Any plans or changes contemplated for the community must be especially sensitive to the needs and desires of this portion of the population. We must be careful to make sure they have a place in our future economy; the government will not take over this duty for us.

---

<sup>1</sup> See, for example, Powers, 2002.

<sup>2</sup> Stamm, pg.24

---

# A Additional Tables and Respondent Comments

## A.1 Section A-Household questions

### A.1.1 A1d. Previous Small Town Residence

---

70 Mile House, B.C.	Boyle, AB	East Dover, NS	Harris, SK
100 Mile House, B.C.	Bridgeport, Texas	Eden, MB	Hawkins, N. Wisconsin
	Brooks, AB	Edenwold, SK	Hay Lakes, AB
Adams Lake, B.C.	Burns Lake, B.C.	Edson, AB	Hemow, Germany
Aleza Lake, B.C.		Eeagen Lake, B.C.	Hope, B.C.
Armstrong, B.C.	Cache Creek, B.C.	Egmont, B.C.	Horse Hill, AB
Athens, ON	Canmore, AB	Evansburg, AB	Hudsons Hope, B.C.
Atikoken, N. ON	Cassiar, B.C.		Hythe, AB
Avola, B.C.	Chemainus, B.C. (rural area)	Fairview, AB	
Banff, AB	Clearwater, B.C.	Faringdon, Oxfordshire, England	Inuvik, NWT
Barnard, Vermont	Cobble Hill, B.C.	Fernie, B.C.	Iskut, B.C.
Barnsville, NB	Coboconk (Peterborough), ON	Fraser Lake, B.C.	Jasper, AB
Barriere, B.C.	Colonsay, SK	Fort Meyers, Florida, USA	Kaslo, B.C.
Barstow, California	Columbia Falls, Montana, USA	Fort Nelson, B.C.	Kelowna, B.C.
Battle Sussex, England	Crescent Spur, B.C.	Fort St. James, B.C.	Keswick, NB
Baulking, Oxfordshire, England	Creston, B.C.	Fort Ware, B.C.	Kingsville, ON
Bear Lake, B.C.	Cypress Hills, SK	Gibsons, B.C.	Kitimat, B.C.
Beavercreek, Yukon		Gimli, MB	Knighton, AB
Beaverdale	Denholm, England	Giscome, B.C.	LaCrête, AB
Beaverlodge, AB	Dome Creek, B.C.	Gore Bay, ON	Lacombe, AB
Beetleham, New Hampshire	Duncan, B.C.	Greenwood, NS	Lacome, AB
Bella Coola, B.C.	Dunster, B.C.	Gronlid, SK	Ladysmith, B.C.
Black River Bridge, NB			Laggan, ON

---

Lake Cowichan, B.C.	B.C.	Sherwood Park, AB	Valemount, B.C. (8)
Lacvert, SK	Penny, B.C.	Sicamous, B.C.	Vanderhoof, B.C.
Lilloet, B.C.	Phillips, South Dakota	Sinclair Mills, B.C.	Vettweiss, Germany
Lone Bute, B.C.	Port Alberni, B.C.	Smithers, B.C.	
London, England	Port Edward, B.C.	Sooke, B.C.	Wagalisla, B.C.
Lumby, B.C.	Port McNeil, B.C.	Stettler, AB	Whistler, B.C.
Lunenburg County, NS		Stewart, B.C.	White Bear, SK
	Qualicum Beach, B.C.	Stoney Mountain, AB	White River, ON
Mackenzie, B.C.		Stoney Plain, AB	Whitecourt, AB
Mallairdville, B.C.	Radium Hot Springs,	Stratford, ON	Winchester, ON
Masset, B.C.	B.C.	Sussex, NB	Wynyard, SK
McBride, B.C. (12)	Raymond, AB		
Meadow Creek, B.C.	Reckenfeld, Germany	Taber, AB	Year Falls, N. Ont.
Mont Tremblant, QC	Revelstoke, B.C.	Tahsis, B.C.	
Moosonee (James Bay), N. ON	Richmond Hill, ON	Telegraph Creek, B.C.	<b>Other</b>
	Rimbey, AB		Alaska
	Rock Creek, B.C.	Thorsby, AB	Alberta
Nashwaak Bridge, NB	Rocky Mountain	Three Hills, AB	British Columbia
Ness Lake, B.C.	House, AB	Tittmoning, Germany	California
Nipawin, SK	Rutland, B.C.	Tofield, AB	Italy
Nukko Lake, B.C.	Ryder Lake, B.C.	Tofino, B.C.	Mountainview
		Trail, B.C.	Northern B.C.
Oak Bluff, MB	St. Gregor, SK	Trenton, ON	Northern Ontario
Olds, AB	Salmon Arm, B.C.	Turner Valley, AB	Saskatchewan
Oliver, B.C.	Saturna Island, B.C.		South Africa
Onoway, AB	Scotch Village, NS	Ucluelet, B.C.	Yukon
	Sewell Inlet, B.C.	Ukiah, California	
Paterno, Cosenza, Italy	Shaunavon, SK	Upper Kennetcook	
Pender Island (South),	Shawinigan Lake, B.C.	(Truro), NS	

---

### A.1.2 A4a. What Is Your Age?

**Table A.1** Age of Respondents

Age Group	Number	Percent
19-24	16	5.0
25-29	15	4.6
30-34	23	7.1
35-39	20	6.2
40-44	48	14.9
45-49	48	14.9
50-54	39	12.1
55-59	28	8.7
60-64	35	10.8
65-69	17	5.3
70-74	15	4.6
75+	19	5.9
Total	323	100.0

### A.1.3 A4b. What Is Your Gender?

**Table A.2** Gender of Respondents

Area	Male #	Male %	Female #	Female %	Total #
Entire Area	121	37.9	198	62.1	319
Mcbride Only	94	38.4	151	61.6	245
Dunster/Dome Ck.	26	36.1	46	63.9	72

**A.1.4 A5. How Many People in Your Household Are in Each Age Group?**

**Table A.3** Population Age Distribution

Age Group	Entire Area		McBride Only		Dunster/Dome Ck	
	Number	Pct	Number	Pct	Number	Pct
0-4	58	6.9	48	7.4	10	5.2
5-9	61	7.2	50	7.7	11	5.7
10-14	61	7.2	43	6.6	18	9.3
15-19	59	7.0	49	7.6	10	5.2
20-24	42	5.0	38	5.9	4	2.1
25-34	78	9.3	66	10.2	12	6.2
35-44	125	14.8	98	15.1	27	14.0
45-54	149	17.7	107	16.5	41	21.2
55-64	113	13.4	75	11.6	37	19.2
65-74	62	7.4	51	7.9	11	5.7
75+	35	4.2	23	3.5	12	6.2
Total	843		648		193	

**A.2 Section B-Community Participation**

**A.2.1 B1. Involvement in Other Specified Volunteer Activities**

- Community Services**
- Ambulance crew
- Assistance for physically disabled
- Babysitting
- Bookings for local community facility
- Cleaning
- Home support
- Hospital pastoral care
- Library
- Meals on Wheels
- Mental Health support
- Non-profit and voluntary organizations

- Nursing
- Organizational skills, emergency social services experience
- Senior care
- Shopping for seniors
- Volunteer fire fighter
- Weather station for the government
- Youth work

- Donations**
- Business donations
- Donate crafts to local events

Donate food to the food bank

Donating money

### **Helping Neighbours**

Helping out neighbors, friends and others (29)

Help people build things

Help people move

Landscaping

Painting

Work Bees

### **Joined a Community Service Organization**

Involved with the Elks

Hospital Auxiliary

### **Participation in a Community Development Organization**

Dunster Community Association

Hospital Garden Committee

### **Participation in Environmental Groups**

Ducks Unlimited

Fraser Headwaters Alliance

PEATA, Grizzly Project

### **Participation in Fundraising Events**

Community fundraising - general

Hospital charities

Rich Hanson Wheels in Motion Run

Youth Mission Trip - Fiji

### **Participation in Recreational Activities**

Old Timers Hockey Association

### **Radio/Newspaper Contributions on Local Issues**

Interviewed by paper

Write poetry on current issues for local newspapers

### **Volunteer at Local School**

Dunster School

Graduation

Homework Club

Hot lunches for elementary school

Involvement with schools - general

Reading to children at elementary school

School concession

School maintenance

### **Volunteered for Children/Youth Organizations**

4H club

Baseball

Coaching - general

Coaching hockey

Coaching t-ball

Daycare

Figure skating

Hockey

Youth organizations - general

### **Volunteer for Ongoing Cultural/Historical Activities**

Amateur radio

McBride History Walks

Valemount Historical Society

Valley Museum & Archives

Whistle Stop Gallery

### **Volunteer to Promote Tourism/Economic Development**

Attend McBride and Area Forest District meeting

Community Futures Committee

Involved with Three Valley Co-op

Visitor Centre

### **Other**

Voluntary Computer Assistance

Nothing Specific

## A.2.2 B2. Involvement in Other Specified Clubs or Organizations

### Community Development Organizations

Amateur Radio Club  
 Columbia Basin Trust  
 Dome Creek Community Association  
 Dunster Market  
 Fraser Basin Council  
 Prince George Innovation Resource Centre  
 Robson Valley Community Futures Committee  
 Three Valleys Community Development Corporation (7)  
 Regional District

### Health/ Social

Ambulance/ Volunteer paramedics  
 BC Farm Women's Network  
 Canadian Red Cross  
 Cancer Society  
 Community Justice Group  
 Elderly ladies coffee group  
 Falls Prevention Committee  
 Home Support Association  
 Hospital Employees Union  
 Meals on Wheels  
 Mental Health Support Group  
 Robson Valley Search and Rescue  
 Silver Hills Institute  
 Thrift shop  
 TOPS (Taking off Pounds Sensibly)  
 Weight Watcher's (informal)

### Natural Resources

BC Trappers Association  
 Dome Creek Forest Information Committee  
 Green Space Committee  
 Grizzly Project  
 Hospital Garden Committee  
 Logger's Association  
 People for Ethical Treatment of Animals

Professional Foresters Network, Robson Valley Chapter  
 Provincial Trapper Education Program  
 Robson Valley Trappers Association  
 Robson Valley Woodlot Association  
 Rocky Mountain Elk Corporation  
 Sierra Club  
 Watershed Group (7)  
 Wildlife Fishing Federation

### School/ Education Related

7th Day Adventist School Board  
 Dunster Parents Advisory Council  
 Dunster School Planning council  
 McBride Parents Advisory Council  
 McBride Public Library (6)  
 McBride School Planning Council  
 Mennonite School Board  
 Mountainview Academy  
 PALS (Parents as Literacy Supporters)  
 Teachers Organization  
 Valley Museum and Archives Society (5)

### Sports and Recreation

Carpet Bowling League  
 Central Interior Stock Dog Association  
 Circle Dance  
 Deer Meadows Golf Resort  
 Ergomaniacs Comedy Group  
 Fish and Wildlife Club  
 Hike BC  
 McBride Community Volleyball (5)  
 McBride Cruisers Hockey Club  
 McBride Old-Timers Hockey Team (5)  
 Prince George Rod & Gun Club  
 Prince George Wheelchair Curling  
 Robson Valley Cross Country Ski Association  
 Robson Valley Hunting & Fishing/ Rod & Gun Club

---

Robson Valley Nature Club	<b>Youth/ Children Related</b>
Robson Valley Recreation Centre	4-7 year old school related T-ball league
Robson Valley Slo-Pitch League (6)	Baby Massage (Hospital)
Spontaneous Combustion Theatre Group	Canadian Rangers
Valemount Gun Club	Dunster Gymnastics Club
Valemount Hockey	Dunster Track and Field Club
Valemount Speed Skating Club	Foster Parenting
Valemount Toastmasters	Mom and Tots
Vertical Pursuits Climbing Club	Robson Valley Youth Baseball
Yellowhead Ski Club (5)	

---

### A.2.3 B3. Other Clubs That People Would Like to See Become Active

---

<b>Community Development Organizations</b>	Multicultural Club
Better communication with Community Development	Parental Support Groups
Block Watch	Salvation Army
Community Hall Club	Spiritual club for Mothers
Kinsmen	Support group for parents of handicapped children
Lions Club	TOPS/ Weight Watchers
Masonic Lodge	Welcome Wagon
More active Chamber of Commerce	Women's Support Group
Neighbourhood Watch	
Radio Station Group	<b>Natural Resources</b>
Reliable Internet Company	Abattoir (slaughterhouse)
Rotary Club	Sheep Producers Association
Stronger Royal Purple, Elks and Legion	
Toastmasters (14)	<b>School / Education Related</b>
	College courses
<b>Health Related</b>	Computer Club
Addictions and Alcohol Support Groups	CREDA/ Adult Education Facility
Cancer support organizations	Francophone Club
Candy Stripers	Home School Group
Diabetes Support Group	Larger library
Health Consumer Club	Local newspaper
Local Medicinals	Sign Language Club
	Teen Career Prep Programs

**Sports and Recreation**

Adult Baseball League  
 Aero soft (like paintball)  
 Aviation Club  
 Bird/Nature/Plant Club  
 Book Club  
 Bowling Alley  
 Canoe Club  
 Chess Club  
 Dance Night  
 Downhill Ski Club and Hill  
 Drama Groups  
 Football League  
 Fair/ Gymkhana  
 Gardening Club  
 Golf Club  
 Hiking Clubs (McBride and Dome Creek)  
 Horseback Riders/Horse Club  
 Kennel Club  
 Martial Arts  
 Model Railroad Club  
 More opportunities to display art/music/culture  
 Mountain Biking Club  
 Mountaineering Club  
 Movie Theatre Club  
 Music Festival  
 Painters Group  
 Photography Club  
 Race Track, Hit to Pass  
 Radio Controlled Racing  
 Rod & Gun Club

Rollerblade Club  
 Snowmobile Club  
 Soccer League  
 Softball League  
 Swimming Pool (15)  
 Walking Group  
 Wrestling  
 Yellowhead Ski Club

**Youth/ Children Related**

AWANA Kids Club  
 Ballet  
 Big Brothers Big Sisters  
 Boys and Girls Club  
 Children's Choir  
 Dunster Mom and Tots  
 McBride 4-H Club  
 McBride and Dunster Cubs, Brownies, Scouts, and Guides (8)  
 McBride Gymnastics  
 Mini and youth soccer  
 More for children (9)  
 More for teenagers (10)  
 Skate Park  
 Swim Club (6)  
 Swimming lessons  
 Teen Drop-In Centre  
 Water park/ Outdoor swimming pool  
 YMCA

## A.3 *Section C-Community Perceptions and Satisfaction*

### A.3.1 C4. Suggestions for Improving the Economy of McBride and Area

#### **Agriculture**

Slaughter house

#### **Business Development**

An active Chamber of Commerce

Buy local program

Cooperation with groups in town

Equal employment opportunities

Funding or grants for small businesses

Grants to help start businesses

Improve aesthetics

Improve business development processes

Incentive for business growth

Innovative ideas

More diversified private sector

More skilled jobs

Opportunities for youth (5)

Repair damages to existing businesses

Shared vision

Shop or buy locally

Support for local businesses

#### **Communications**

Advertise the natural setting

Advertise worldwide

Better internet access

Cell phone service

Expand free calling to Prince George

Improve local advertisements

More high speed internet

Stronger local newspaper

#### **Education / Training Services**

College courses

Educational facilities

Job training facility

Provide courses locally

Specialized training facility

#### **Forestry**

Community control of forest resources

Diversification of forest industry

Finished plywood plant

Forest service and administration in McBride

Forest service should put up timber sales

Forestry development

Improved forestry practices

Improvement for diverse opportunities in logging

Less restrictions in forestry

Lift timber tariffs

Manufacturing of logs

More logging

More shifts at the mill

More small mills

Not relying on logging

Secondary wood manufacturing

Re-staff McBride Forest District Service (5)

Value added wood industry (5)

#### **Food and Beverage Services**

Open Dome Creek Diner

Open up another bar

#### **Government Policies / Regulations**

American border opening up to Canadian products (6)

Attract outside businesses

Change of government policies and services (5)

Change of provincial government

Change provincial policies regarding preferential



Ski hill (9)

Snowmobiling

Swimming pool

Tourism (24)

Unique tourist attraction

Water park

**Transportation**

Road to Barkerville

Improved transportation options

**A.3.2 C5. Suggestions for Improving Local Employment Opportunities in McBride**

**Agriculture**

Lift cattle trade barriers

More diversity in agricultural industries

Solve BSE

Support for farmers

**Business Development**

Attract more entrepreneurs

Attract more independent business

Businesses in arts and culture

Buy locally (5)

Diversify the economy

Equal opportunity to obtain jobs

Help small business owners

Improve aesthetics of McBride

Incentives for business growth

Jobs for youth (6)

Make it easier to start a business

More businesses (6)

More business opportunities

More community support to open more business

More development

More help to start businesses

More jobs (5)

More small business

More small business opportunities

Non forestry business

Support new businesses

**Communications**

Improved internet access

Improved internet service

Improved telephone service

**Education / Training Services**

Accounting classes

Local training services

More emphasis of trades in high school

More local programs

Niche educational programs

Post-secondary education / training (11)

Student part-time training program

Trades training

**Food and Beverage Services**

Deli

Fast food

Fast food franchise

Open up Dome Creek Diner

Subway

**Forestry**

Another shift at the mills	Re-instating social services
Bring back forest offices	Tax breaks for businesses
Development of forestry	Unemployment agency
Grants for local mills	
Improve forestry practices	<b>Industry</b>
Improve the forest fire protection system	Brewery
Lift lumber trade barriers	Cheap sources of power
Lift softwood lumber tariffs	Dairy plant
Logging companies should use more sustainable practices	Diversity in industry
Manufacturing of logs	Electric generation plant
Mills to upgrade	Industry outside of forestry / logging
More forest services established closer to McBride	Manufacturing
More forestry	Manufacturing jeans
More forestry jobs	Manufacturing shop
More help with mills	Meat butchering and packing plant
More logging	Mining
Plywood mill	More stable primary industry
Reduce the stumpage on forestry	Power generation plant
Save trees	Secondary industry (30)
Smaller-scale logging	Secondary manufacturing
Value added wood processing (12)	Silica mining
Wood license back to individuals	Tooth pick factory
	Wind and steam from wood waste
<b>Government Policies / Regulations</b>	<b>Service Development</b>
Better utilization of taxpayers money	Allow doctors to deliver more babies
Bring back Ministry offices	Banks be more cooperative
Change in local government	Do B scan for pregnant mothers
Change in provincial government	Improve banking services
Community plan with development vision	More acute beds for hospital
Economic development officer	More diversified private sector
Get provincial services back	Wage subsidy program
Government moratorium on any further rural cut-backs	
Grants for small businesses	<b>Real Estate / Housing</b>
Lower taxes on businesses	Build pre-fabricated homes
Ministry of Forests brought back	More housing
More federal funding	Seniors home
More grants	Upgrade housing
More provincial funding	
Promote the town provincially	<b>Retail Services</b>
Raising wages	Artisan shop
	Automotive store

Furniture store	Tourism (28)
Retail franchise	Water park
Shoe store	Winter festival
<b>Tourism / Recreation</b>	<b>Other</b>
Bowling alley	A bonnet
Downhill ski	Change in attitude of local people
Eco-tourism	Cooperation
Hotel with pool	Cooperation between the resource industry and the environmentalists
More cottage industries	Encourage changes
Open road to Quesnel	Faith is important
Promote the valley for recreation	Get rid of environmentalists
River rafting	Increase population base
Road to Barkerville	Less centralization
Road to Wells via Goat River	More involvement through local public
Ski hill	People with vision
Summer festival	
Swimming pool	

## A.4 Section D. Socio-Demographic Questions

### A.4.1 D1, D13a. What Is Your Employment Status?

Table A.4 Employment Status

Employment Status	Respondent				Spouse			
	1st Job	Pct	Other Jobs	Pct	1st Job	Pct	Other Jobs	Pct
Working Full-time	100	31.1	0	0.0	89	37.4	0	0.0
Working Part-time	43	13.4	0	0.0	20	8.4	0	0.0
Self-Employed FT	69	21.4	2	0.6	51	21.4	2	0.8
Self-Employed PT	14	4.3	5	1.6	11	4.6	2	0.8
Student	1	0.3	0	0.0	0	0.0	0	0.0
Homemaker	14	4.3	1	0.3	15	6.3	0	0.0
Unemployed, looking for work	10	3.1	0	0.0	8	3.4	0	0.0
Not Employed, not looking for work	3	0.9	0	0.0	5	2.1	0	0.0
Retired	61	18.9	0	0.0	35	14.7	0	0.0
WCB/Disabled	7	2.2	0	0.0	3	1.3	0	0.0
Total	322	100	6	2.5	238	99.7	4	1.6

### A.4.2 D2, D14. In What Industry Do/Did You Work?

**Table A.5** Labour Force by Industry

Industry Sector	Number	Percent	Industry Sector	Number	Percent
Accommodation	10	3.1	Accommodation	6	2.5
Agriculture	32	10.0	Agriculture	31	13.1
Artisan	6	1.9	Business Services	10	4.2
Business Services	24	7.5	Construction	17	7.2
Construction	10	3.1	Education	20	8.5
Education	30	9.4	Finance/insurance/real estate	8	3.4
Finance/insurance/real estate	6	1.9	Food and beverage	15	6.4
Food and beverage	20	6.3	Forestry: logging	29	12.3
Forestry: logging	26	8.1	Forestry: silviculture	6	2.5
Forestry: silviculture	6	1.9	Forestry: value added processing	28	11.9
Forestry: value added processing	32	10.0	Government	18	7.6
Government	24	7.5	Health and social services	20	8.5
Health and social services	50	15.6	Information technology	1	.4
Information technology	4	1.3	Manufacturing	2	.8
Retail trade	31	9.7	Mining	2	.8
Tourism services, eco-tourism	14	4.4	Retail trade	10	4.2
Transportation	18	5.6	Tourism services, eco-tourism	9	3.8
Communications/utilities	8	2.5	Transportation	15	6.4
Wholesale trade	1	.3	Forestry: consulting	3	1.3
Forestry: consulting	7	2.2	Homemaker	3	1.3
Oil & gas	1	.3	Other	6	2.5
Homemaker	2	.6			
Other	4	1.3			
<b>Total</b>	<b>366</b>	<b>114.4</b>	<b>Total</b>	<b>259</b>	<b>109.7</b>

320 valid responses

236 valid responses

Respondent

Spouse

**A.4.3 D7, D19. What Is Your Highest Level of Education?**

**Table A.6 Educational Level**

<b>Educ. Level</b>	<b>Number</b>	<b>Percent</b>	<b>Educ. Level</b>	<b>Number</b>	<b>Percent</b>
Grade school	11	3.4	Grade school	15	6.3
Some high school	52	16.2	Some high school	41	17.1
High school diploma/GED	83	25.9	High school diploma/GED	66	27.5
Some vocation/business training	3	.9	Some vocation/business training	3	1.3
Trade/vocational certific./diploma	22	6.9	Trade/vocation. cert./diploma	11	4.6
Some comm. college/tech. institute	25	7.8	Some comm. college/tech. inst.	13	5.4
Comm. college/tech. inst. diploma	52	16.2	Comm. college/tech. inst. diploma	32	13.3
Some university	20	6.2	Some university	16	6.7
Completed university	50	15.6	Completed university	37	15.4
Post graduate work	20	6.2	Post graduate work	9	3.8
Work related training	16	5.0	Work related training	19	7.9
Other	1	.3	Don't Know	2	.8
<b>Total</b>	<b>355</b>	<b>110.6</b>	<b>Total</b>	<b>264</b>	<b>110.0</b>

321 valid responses

240 valid responses

Respondent

Spouse

**A.4.4 D8b. Past Educational, Business, or Work-Related Training**

**Agriculture**

Agricultural College - United Kingdom  
 Agricultural course - Dawson Creek College:  
 Agriculture Workshop- 7th Day Adventist Church  
 Brand inspection for selling cows through government - Dawson Creek  
 Brand inspection for selling cows through government - McBride  
 Brand inspection for selling cows through government - Valemount  
 District "C" Farmer's Institute Night on water quality - McBride Farmers Institute  
 Farrier (horse) related training - California.

Farrier Certification, North Texas Farrier School  
 Federal Agricultural Program workshop - Kamloops  
 Greenhouse course - Guelph University, Guelph, Ontario  
 Seminars for grazing, information related to agriculture - McBride  
 Sheep husbandry - Fairview, Alberta

**Business / Administration**

2 year upholstery program - McBride  
 4 financial planning courses - Institute of Canadian Bankers  
 Accounting - Clearbrook College

Accounting - Fort St. John Community College (Northern Lights)	Communications (Mediation) workshop - Prince George
Accounting - Okanagan University College	Community Librarian Certificate - BC Library Services
Accounting - Valemount Learning Centre	Continual Professional Development - BC- and Alberta-based agencies
Accounting and small business management - Open Learning Institute -McBride	Continual professional development for Intel (Vancouver, Calgary, online).
Accounting classes - CNC	Core of business careers, Selkirk College
Accounting Diploma - Open Learning Institute	Correspondence courses - Canadian Retail Hardware Assoc.
Accounting, Open Learning Agency - McBride correspondence	Crafts - CREDA
Accounting/secretarial - Open Learning Association	CREDA courses
Art course for stationary business - Anne Hovard and Associates (Smithers Middle School).	Customer relations - St. Catherine's Mazda
Banking diploma and certificate (South America).	Drawing - CREDA
Bookkeeping	Financial planner - ICB
Bookkeeping - BCIT	General courses - CREDA
Bookkeeping - McBride	Heli-ski management - BCHSSOA - Canadian Avalanche Association.
Bookkeeping certificate - CNC	Home based business course - Robson Valley Home Support Society
Bookkeeping classes - CNC	Income tax - correspondence - can't recall institution.
Building Bridges Course - CNC	Justice Institute (Burnaby).
Business course in Carleton College in Prince Albert, Saskatchewan	Justice Institute of BC - Surrey and PG - upgrade skills for investigation work
Business course in McBride through Home Support Society	Kamloops (hotel/motel conference rooms)
Business courses - CREDA	Legal secretarial certificate at College of New Caledonia.
Business equipment and payroll - Vancouver Vocational School	Legal secretary diploma - Oshwa, Ontario
Business law - Open Learning Institute - home based	Life Insurance and Mutual Funds - Prime America - McBride
Business management classes in McBride	Life Spring - Los Angeles, Financial Management - Peak Potentials Institution
Business management/establishment in Castlegar: Selkirk College	Management courses in Northern Ontario
Career Decision Making Course - Robson Valley Home Support Society	Media Relations - BCHSSOA - Canadian Avalanche Association
Career Directions (HRSDC funded consultant) - Coquitlam.	Millionaire Mind Intensive - Private Corporation (Vancouver).
Certificate for financial counselor through credit union.	Municipal Administration, North Central Municipal Officers - McBride
Certificate through bookkeeping experience (Canadian Bookkeepers Association)	correspondence
CGA - BC	Mutual Funds course - Scotia bank - McBride
Communications - Microsoft and Office Program - Quesnel	

Nobody's Perfect - Robson Valley Home Support Society	Academy of Learning
On the job training (CN)	Computer courses in Dunster through Ministry of Agriculture
Painting - CREDA	Computer Information Systems program - Athabasca University.
Professional development for retail services	Computer information technology
Public Administration - U.Vic.	Computer programming at Van Tech
Reading budgets / municipal operations - Regional District	Computer training - Prince George
Secretarial course, office admin - Calgary - Career College	Computer training - UCC
Secretarial program - Springhill Community College	Computer training - Vancouver (head office)
Small Business Certification for the Provincial Government - Provincial	Computer training for graphic arts - Ministry of Forests in McBride
Government of BC, taken locally (McBride) Legion.	Computer upgrading - McBride high school - CREDA
Starting a Small Business - Valemount Learning Centre	Excel and Word - Web-based distance education
Super Host and training	Graphics design - Adobe Illustrator, Adobe Photoshop
Training course for selling life insurance - McBride Valemount Learning Centre	Info tech courses - Vancouver and PG in hotel conference rooms
Vancouver (BC Liquor Distribution Branch Head Office)	MSCE on Internet (Learn2.com)
Various professional related workshops and seminars in regards to keeping up with changes in forestry profession.	N.C.I. courses - PG
VAST program in Port Alberni	<b>Education</b>
Wicker - CREDA	Arabic school - British Army in Aden
<b>Communications and Technology</b>	BA Humanities - UVIC
Accounting technologist program - society of certified management accountants	Bachelor of Arts - UCC
Basic computers - CREDA	Bachelor of Arts - University of Hawaii
Computer Class - School District #57	Canadian Geography - Open Learning
Computer classes - McBride Hospital	Child care at University of Lethbridge - Outreach program
Computer classes - BCIT	Completed education degree in Alberta and Masters in California
Computer course - Dunster Community Hall	Degree in Music Education, Texas State College for Women
Computer Course - Farmers Institute, Ministry of Agriculture	Direct education, Network - in the US, Small business courses - HRDC, RVHSS- McBride
Computer courses - basic computer training - CREDA at high school	Early childhood - Lethbridge Community College
Computer courses - Nakusp Community College (Kootenays)	Educational and art courses through School District No. 57
Computer courses - Nanaimo - business college -	English - Open Learning
	English Courses - University of Central Florida (US, Florida), Computer

Courses - Switzerland.	Occupational health nursing - UNBC correspondence
French immersion courses on Vancouver Island,	Health care administration - UNBC correspondence
GIS - University of Northern British Columbia and	Social work
College of New Caledonia (Prince George)	Alternative health courses in Kamloops
Grad '63, St. Mary University (400 students)	Medical office assistant - CNC
High school upgrading in Nakusp,	Medical terminology - CNC
King George High School - upgrading	Dental - NAIT
Mediation - Cerritos Community College	EMA (Emergency Medical Assistant) - McBride/PG
Ongoing workshops related to educational administration and computer technology	- BC Ambulance Association
Parents Assist Literacy Supporters program in Langley	Energy healing classes in Prince George through PGR
Physical Education Degree - University of Calgary	First Aid - Dunster
Professional development - local and in PG (school district #57)	First aid - Fort St. John
Professional development - McBride, PG,	First aid - Calgary
Professional development - various institutes	Paramedic courses - Fort St. John
Professional development (teaching) Prince George - School District #57	Paramedic courses - Calgary
Professional development workshops in teaching	First aid (8)
Programs with BCTF (BC Teachers Federation) for more effective leadership	First aid - McBride
Raised on correspondence	First aid - Prince George
Seminars through School District No. 57	First Aid Level 2 without Transportation Endorsement - A1 Cement Contractors.
Spanish - Los Angeles Community College	First Aid level one with transportation endorsement - CREDA
Summer school at SFU, Distance education through SFU	Herbal course - Vancouver - Weldrose College
Teacher's aid course	Home support - hospital auxiliary - McBride
Teaching classes at Midwestern University and University of Houston	Hospital equipment training at the Kamloops Hospital.
Two degrees in psychology through correspondence UNBC - upgrading programs	Industrial First Aid
University of Arizona - Astronomy workshops	Industrial First Aid - WCB (McBride).
University of Arizona - Forensic workshops	Level 1 First Aid
Women's Studies - University of Athabasca	Level 3 First Aid - St. John's Ambulance
<b>Food and Beverage</b>	Long term aid certificate - CNC
Food drying course	CPR - McBride Hospital
Food safe - McBride (5)	Health Education Services - Williams Lake UCC
Food service supervisor certification - SAIT	Nutrition - Williams Lake UCC
<b>Health</b>	Long Term Care Aide training (Home Support) - College of New Caledonia.
	Marine offshore fire fighting through Pacific Marine Training Campus in North Vancouver
	Medical Office Assistant Certification - BCIT
	Medical workshops in Ontario

Northern Health Authority - professional development taken at hotels, PG	Emergency situation - Prince Rupert
Civic Centre, Native Friendship Centre.	Engineering diploma - BCIT
Nurse Aid - on the job training (Raymond Municipal Hospital, Alberta).	Fish/Wildlife Tech - BCIT
Nurse practitioner - Seneca College	Foreman's course - CN
Spirituality courses - St. Louis, Missouri	Track maintenance - CN
French classes - Alliance Francaise in Ottawa	Forest Technology Program - NAIT
Occupational first aid level 3.	Forestry and construction
Paramedic training - Justice Institute of BC	Forestry Consulting Studies Network
Prenatal class - PGRH	Forestry Seminars - Clearwater
Reiki - local private instruction	Forestry Seminars - McBride
Foot reflexology - CREDA	Forestry Seminars - Dunster
Safety oriented classes - Whistler	Forklift / loader certificate - on the job training - Ladysmith
Survival first aid - Ministry of Forests in McBride	Gas fitters course
Workshops on health - Registered Nurses Association of B.C.	Vehicle course
Weigh master	Technical updating course on mechanical work
WHMIS	Kitchen cabinet apprenticeship - Hazelton, BC
Yoga classes in Kripalu Centre in Massacheteus and Jasper	Laundry workshops - Vernon Hospital
	Jewelry making - man on Pender Island
	Mining tickets - PG Mining Office
	Moulder Course - BC Wood Processors (Abbotsford)
	Power engineering certificate level 4 at Northern Alberta Institute of
<b>Industry</b>	Technology and Southern Alberta Institute of Technology
Aircraft maintenance and repair - Universal Career Institute (Quebec)	Provincial Apprenticeship Program - continual professional development.
Ambulance Service Training - BC Ambulance Service	Public Anger Management - Ministry of Forests office in McBride
Auto body program - Okanagan University College	Refrigerator operators certificate - BCIT
Automotive parts - CNC	RV repair diploma - OUC
BC Hydro certification program - Vernon	S100 (McBride) and S360 - Ministry of Forest Protection
Bear Awareness - Ministry of Forests office in McBride	Fire Warden - Ministry of Forests Protection Branch
WHMIS- Ministry of Forests office in McBride	S-100 forest fire fighting - fire hall, McBride
Bridgemen ticket through apprenticeship in Prince George	Scalers license in McBride and Prince George
Cabinet maker - North Island College - Port Alberni	Scaling tickets
CN Training Centre, Kamloops - Foreman's Training, Inspect and Repair services	Silviculture certificates through Ministry of Forestry in McBride
Small engine repair certificate - CNC	Silviculture Surveyor - Workplace (Ministry of Forests)
Company sponsored skills program - PG	Small engine mechanics (McBride)
Courses for transporting goods	Surveying classes - BCIT
Electrical apprenticeship program	

Training courses through provincial government	Support Society (2-7 years ago)
Road maintenance - BCIT	Emergency Social Services training: Justice Institute (New Westminster)
Video special effects - Gulf Islands Film and Television School	Finished university with Open Learning U.
Welding (McBride).	Incident Command Orientation: Justice Institute (New Westminster)
Welding Safety - CCG of Prince George came to the site.	Journey of Hope - McBride, B.C. Schizophrenia Society - Family to Family -
Welding ticket - Toronto.	McBride - both held at the high school.
Welding tickets	Non-violent intervention
Working with electrons	On-the-job training with palliative care in Cranbrook, BC
<b>Other</b>	Sign language - School District #59
American Sign Language	Special Services and Counseling / Social Services and Education – College of New Caledonia
Art class at Emily Carr School in Vancouver	Special Services Assistant, NWC College Special Education Course, Terrace
B.Sc. N. - U.Vic.	School District CCC Training, University of Calgary
Canadian Police College	Suicide prevention course - hospital auxiliary - McBride
Ceramics/painting - Canadian Ceramic Wholesales (Surrey).	Victim Assistance Diploma/Certificate - Justice Institute of BC
Ceramics: local individual workshops	Well Women - Linda Fry Business courses - Wills, health and wellness
Crocheting: CREDA (night classes)	
Esthetician - Blanch MacDonald.	<b>Tourism and Recreation</b>
Hairdressing course, scientific school of beauty culture in Winnipeg	Adventure Tourism course in Valemount
Hannen (language course)	Avalanche training - Canadian Avalanche Association - Revelstoke
How to run a lottery	Challenged a firearm safety course (in Prince George).
Ms. Lorea's College of Esthetics	Event management - Salmon Arm - Cross-Country B.C.
Painting: local individual workshops	Gun safety course, McBride. Firearms Acquisition Certificate.
Quilting: local individual workshops	Ice making - Calgary and Edmonton - Alberta Association of Recreation Facility
Recertification with fire wardens – locally	Lifeguard Skill Instructor - YMCA.
Sewing courses - Holland.	Mountain Skills Leadership - Yamnuska Mountain School
Spanish	Mountaineering - Association Canadian Mountaineering Guides - Canmore, Alberta
Theatre workshops and conferences	National Park Service Recruit Warden Training Pro-
Time Management - Boston (Insight Seminars).	
<b>Social Services</b>	
'Family to Family' - BC Schizophrenia Society put it on in McBride	
Child Speech Development - Child Development Centre (Dawson Creek)	
Course on how to be foster parent in McBride	
Early Childhood Education childhood development - Robson Valley Home	

gram - University of Calgary  
 Recreation and Leisure Program - University of Lethbridge  
 Ski instructing level 4 - Canadian Ski Instructors Association (Jasper - Marmot Basin Ski Hill)  
 Snowboard Coaching - Canadian Association Snowboard Instructors in Banff  
 Swim instructors class at 4 Seasons Pool in Prince George  
 Tourism - Canmore

**Transportation**  
 Air brake course - CNC  
 Class 1 driver  
 Commercial Flying License - Abbotsford, Department of Transportation.  
 Traffic control  
 Tug Boat Masters Certificate - Vancouver Marine Centre

---

### A.4.5 D9b. Current Educational, Business, or Work-Related Training Enrollment

**Business / Administration**  
 Bookkeeping  
 Bookkeeping - Stratford Career College  
 Business consulting / business plans - Peak Potentials - Quantam Leap  
 Program Fast Track  
 Computer Information Systems Program - Athabasca University - Athabasca, AB  
 Criminology - Augustana University - Camrose, Alberta  
 Estate planning  
 Justice Institute of BC - Burnaby  
 Life insurance - Prime America Insurance  
 Mutual funds - Scotiabank - McBride  
 Mutual funds - Prime America

**Education**  
 Adult services - Community Library Training Program  
 Biology  
 Children's Writing Course - Longridge Writers' Institute

Early childhood education - Lethbridge College - Lethbridge, Alberta  
 Early childhood education - Northern Lights College  
 English  
 English - BC Open Learning  
 Grade 12 upgrading  
 Piano lessons - local private lessons - McBride

**Health**  
 Baby massage  
 Continuing medical education - BC Ambulance Service  
 Human Kinetics - College of New Caledonia - Prince George  
 Safety / occupational health - SAIT - Calgary

**Industry**  
 Cutoff saw training program  
 Integrated resource management planning for First Nations - Ontario  
 Ministry of Natural Resources

Noxious Weed Control - Southern Interior Weed Management Committee (Agriculture / Environment Partnership Initiative)	Air traffic control - Edmonton
Power engineering - SAIT - Calgary	Road inspection - BCIT - Vancouver
Power engineering - Selkirk College - Castlegar, BC	<b>Other</b>
Stocking Standard with Partial Cutting - Forrex - Prince George, BC	Parish / spirituality workshops - Prince George
	Preaching sermons - Anglican Parishes of the Central Interior: Lay Minister of Word and Sacrament

### Transportation

---

## A.4.6 D9c. How Did You Find Out About This Educational Opportunity?

---

Friends	Internet	School counsellor
Government - general	Mailings	Word of mouth (10)
Government website	Professional / educational institution	Work (7)
Home support		
Informal meeting groups	Professional publication	

---

## A.4.7 Local Skills

---

<b>Agriculture</b>	Artificial Inseminator	Farm Work
4-H	Barn Work	Farming (53)
Agricultural Mechanic	Brand Inspector	Farming - Beef Cattle (6)
Agriculture Diploma	Breeding Dogs	Farming - Cattle (17)
Agriculture Research	Breeding Horses	Farming - Chickens (6)
Agriculture School	Calving	Farming - Cow / Calf Operation
Agricultural Equipment Maintenance / Repair	Cultivation	Farming - Cows
Animal Care / Training	Custom Made Tack and Saddles	Farming - Dairy (7)
Animal Husbandry (7)	Dairy Technician	Farming - Goats
	Diagnose & Treat Cattle	Farming - Grain

Farming - Growing Crops	Sustainable Agriculture	Scrap booking
Farming - Hay (7)	Test and Treat Certificate	Sculpting
Farming - Hogs	Tractor - Drive (5)	Sketching
Farming - Llamas	Training Dogs	Soap making
Farming - Mixed	Training Horses (6)	Spinning
Farming - Oats	Vaccinating	Stain glass
Farming - Pigs (5)	Vegetation Management	Toll painting
Farming - Sheep (10)		Visual Arts
Farm machine operator	<b>Artisan Skills</b>	Water colour painting (5)
Farrier (5)	Art - general (7)	Weaving
Field Maintenance	Artist - Multi-media	Wood crafts
Field Tillage	Artist - Professional	Wooden handles
Field Work	Artistic	Yard ornaments
Garden Husbandry	Artistic Welder	
Growing Tobacco	Bead work	<b>Business Support Services</b>
Harvesting	Carving	Acc Pac
Haying (11)	Ceramics (7)	Accounts Payable
Horseback Riding Clinics	Ceramic Instruction Certificate	Accounts Receivable
Horseback Riding Instructor	Christmas crafts	Adding Machine
Horse Care	Crafts (31)	Administrative (24)
Horse Clubs	Creative Skills	Administrative Assistant
Horsemanship Certificate	Crocheting (13)	Budgeting
Horsemanship Instructor - Level	Cross stitching (5)	Business (6)
Four	Custom Framing	Business Administrative
Horses - Raising (8)	Designing cards	Business Development Manager
Horticulturalist	Drawing (5)	Business Management (41)
Livestock Management	Embroidery (5)	Business Owner (8)
Milking Cows	Fibre crafts	Business Relations
Pesticide Ticket	Glass etching	Business Secretary
Pesticide Dispense Certificate	Handicrafts	Cash Register (8)
Planting	Hand Painting	Clerical
Plough Fields	Hook rugs	Commercial license
Ploughing with Team of Horses	Jewelry (5)	Computerized Accounting
Pregnancy Checking	Knitting (34)	Computerized Bookkeeping
Ranching	Model railroading	Consulting
Rebuilding Horse Drawn Equipment	Molds	Contract work
Sales - Grain Handling Systems	Needle work	Copy Writing Certificate
Sell Eggs	Oil painting	Corel
Sheep Grazing	Painting (14)	Custodial
Sheep Shearing	Poster Work	Customer Relations / Service (12)
Shepherd	Quilting (11)	Data Processing
	Rope making	Data Submission (Electronically)

Databases (20)	Paperwork (6)	<b>Communications and Technology</b>
Database Maintenance	Pay Roll (8)	3-D Animation and Special Effects
Database Management	Photocopy	Adobe Acrobat
Dealing with banks to achieve funding	Pro-Convey Program	ArcView
Dealing with large corporations	Program Coordination / Facilitation	Bookkeeping (77)
Desk Clerk	Project Management	B.Sc. Computer Sciences
Engraving	Public Administration	Build Computers (Custom)
Fashion Stylist	Quickbooks	Business Writing
Filing (7)	Receiving	Cell Phone Transmission
Florist	Reception (13)	Communication skills (27)
Front Desk	Record keeping	Communications Diploma
Goldsmith	Retail trade (6)	Community Advertising
Group management	Retail Management	Computer (51)
Hairdressing	Sales (15)	Computer Automated Design (CAD)
Handling Complaints	Sales - High Pressure	Computer (Basic) (26)
Handling Money (9)	Secretarial (25)	Computer In-tech Nervous System
Hiring / Firing	Service Industry	Computer - Making Movies
Inventory (5)	Scheduling (5)	Computer Maintenance
Invoicing	Selling Ads	Computer Mapping
ISO Training	Shipping	Computer Network Administration
Janitorial (8)	Short Hand	Computer Network Administration (UNIX)
Janitorial Contractor	Simply Accounting (5)	Computer Network Administration (Windows)
Jeweler	Small Business Management	Computer Networking
Licensed Esthetician	Small Business Support Officer	Computer Programming
Lotus	Sorting Mail	Computer Repair
Managerial (20)	Spreadsheets (7)	Computer Repair (minor)
Marketing (5)	Staff Development / Training	Computer Sales
Mentor for Entrepreneurs	Staff scheduling	Computer Sales - Parts and Supplies
Money '99	Stereo Installation	Computer Typesetting Knowledge
Negotiating	Stock Maintenance (12)	Delivered Papers
Network marketing	Store Clerk	DOS
Office (9)	Supervisory (10)	DVD Authoring
Office Administration	Time Management (13)	Editor
Office Assistant	Training	E-mail (8)
Office Equipment	Transcribing	Erecting Communication Towers
Office Management	Trophy Making	
Opening New Stores	T-Shirt Making	
Order Assembly	Typing (15)	
Order Desk	Vending Sales	
Ordering (11)		
PageMaker		

Facilitation	Photography (20)	Elks
Facilitating Meetings	Photography Diploma	Folk festivals
Facilitating Workshops	Photoshop	Fundraising
Fax	Producing video documentaries	Grad class
Film Making	Proofreading	Helping church organization
Font Knowledge	Proposal Writing	Helping family members
Geographic Information Systems (GIS)	Public Relations (11)	Helping with Conferences
Global Positioning System (GPS) (5)	Public Speaking (5)	Leadership
Graphic Artist	Radio Operator	Organizational skills (59)
Graphic Communications Diploma (design/photography)	Radio Operator Certificate	People skills
Graphic Design (7)	Report Writing	Personal encouragement through church
Graphic Design for a Magazine	Sign Making	Planning Events
Graphics	Switchboard	Reading for long term care
Ham Radios	Systems Analysis	Social activism
Information Technology	Technical Support	Taxiing people
Intel Sales / Service (Certified)	Telephone skills	Treasurer
Internet (46)	Telephone Operator	Visiting family
Internet (Basic)	Teletype technician	Volunteering (26)
Internet Sales	Video Animation	Working with children
Internet Searching (6)	Video Camera Operations	
Interviewing	Video Conferencing	<b>Construction / Renovation Trades</b>
Journalism Degree	Video Editing	4th Class Power Engineering
Microstation	Videography	Architecture
Microsoft Access	Video Taping	Blasting certificate
Microsoft Excel (27)	Website Development (12)	Blue Print Reading
Microsoft Office (9)	Website Maintenance	Brick Maker
Microsoft Sales / Service (Certified)	Windows XP	Build Fire Alarm Systems
Microsoft Word (22)	Word processing (75)	Building Crab Boats
Multi-Media Based Applications	Works	Building Floats
Networking	Writing to Newspaper Editors	Building Missile Base
Network Management		Building Net-Fishing Boats
Online Projects	<b>Community Involvement</b>	Build Things (7)
Pager	Albertan artist group	Built Hospital
People Skills (45)	Assisting visually impaired	Cabinetry (7)
Phones (5)	BC Lottery Corporation Training	Carpentry (52)
Photo Development	Board member	Carpet Installation
Photo Enhancement / Restoration	Chairing meetings	Concrete
	Committee work	Construction (24)
	Community Engagement	Construction - Agriculture
	Coordination	Construction - Commercial
	Creating table cards for special events	Construction - Residential and

Light Industry	Metal Work	English
Construction Engineer	Painting (6)	English Literature and Linguistics
Designer	Post and Rail Crew (fencing)	Field Surveys
Design Fire Alarm Systems	Plumbing (14)	French
Dig Basement	Propane Heating	French Tutoring
Draftsman / Drafting	Refinishing Furniture	German
Drywall	Refrigerating	History
Electrician (5)	Renovations (10)	Home School Instruction
Electrical (9)	Repairs - general (6)	Human Kinetics Diploma
Electrical foreman	Roofing	Italian
Electrical Installations	Sewage / Septic Tank Installation and Repairs	Languages
Electronics	Shop work	Learning assistant
Engineering	Surveyor	Liberal Arts Certificate
Fabricator	Tear Houses Down	Librarian
Fencing (11)	Tiling	Library
Finishing Work	Tool Pusher	Library Catalogue Methods
Fire Alarm Technician	Trades	Library Education Diploma
Fix Things	Trades Certificate	Literacy
Furnace Maintenance	Upholstery	Masters of Education
Furniture Making	Willow Basketry & Furniture	Masters of Education Psychology
Gas fitting	Window Making	Math
Gyprock	Wood Signage	Mentor
Hand Tools	Wood Work - Custom	Microfiche
Heating / Ventilation	Wood Working (43)	Music degree
Home Building		North American History
Home Repairs	<b>Education</b>	Note Taking
House finishing	4-H Instructor	Parents Advisory Committee
Housing	Adult Education - courses towards Provincial Instructors Diploma	Physical Education Degree (1 year left)
Insulation	Astronomy	Physics
Interior Design (5)	Arabic	Playground equipment inspector
Journeyman	Art	Playground equipment installer
Journeyman Electrician	B.A. Education	Poetry
Kitchen Cabinet Apprenticeship	B.A. English Literature	Pre-school Assistance
Land Development	B.A. Humanities	Reading (56)
Land Surveyor	Community Librarian Certificate	Research (10)
Landscape architect	Creative Thinking	Romanian
Landscaping (5)	Critical Thinking	Russian
Lay Tile	Education Assistant Course	Schooling - general
Leather Work	Education Certificate	Secondary Administrator
Log Builder		Sign Language – American
Log Furniture		
Making Tables		

Sign Language - Interpreter	Central Police Info Centre (CPIC)	First Aid - Occupational
Social Studies	Operator (certified)	First Aid - Occupational (expired)
Spanish	Chainsaw safety	First Aid - Safety Oriented
Special Education	Confined space entry	First Aid - Survival
Student Skills	Coordination of Police, Fire and	First Aid - Transportation En-
Studying	Hospital Services	endorsement (11)
Substitute teaching	CPR (6)	First Aid - Transportation En-
Supervising Students	Criminal Law	endorsement (expired)
Sunday School Teacher	Criminology	First Aid - Wildfire Fighting
Teacher's Aid	Criminology - First Year	First Aid Instructor
Teachers Assistant	Crisis Management	First Aid Supply Sales
Teachers Union	Critical Incident Stress	Forest Fire Fighting (5)
Teaching (31)	Dangerous Goods (6)	Forest Fire Overseeing / Orga-
Teaching (Elem) (7)	Dispatch	nizing Crews
Teaching Children with Learning	Dispatching air tankers, helicopters,	Handle Emergency Calls
Difficulties	crews	Justice
Teaching French	Emergency Evacuation Planner	Lifeguard
Teaching Physical Education	Emergency Medical Assistant	Logistics for Fires and Emergency-
Teaching (Post Secondary)	Emergency Nursing	type Services
Teaching (Secondary)	Emergency Response	Matron at the Jail
Teaching Skiing	Emergency Social Services Train-	Operational Statistics Recording
Teaching Swimming	ing	Paramedic
Teaching Taijiquan (romanizing	Fire Assessment	Paramedic - Level One (5)
Chinese)	Fire Fighting (19)	Paramedic License
Teaching Yoga	Fire Fighting - Level One	Police Dispatch
Teach Wellness	Fire Hall Instruction	Policeman
Train Drafting Students	Fire Line Time Keeping Skills	Policeman - executive assistant
Train Forest Professionals	Fire Ranger	Primary / Emergency Medical
Upgrading Grade 12	Fire Suppression	Care
Work with Special Needs Chil-	Fire Warden	Public Inquiries - Federal and
dren	First Aid (26)	Provincial Statutories
Writing (13)	First Aid (expired) (5)	Public Safety
	First Aid - B Ticket	RCMP training
<b>Emergency / Protection Services</b>	First Aid - Basic (10)	Red Cross Water Safety Instructor
Advanced Lifeguard Training	First Aid - Child Safe / Child	S100 Fire Fighting (5)
Advanced Wilderness First Aid	Care	S360 Fire Fighting
Ambulance	First Aid - Industrial (13)	Safety Officer - Fire Crew
Ambulance Attendant	First Aid - Industrial (expired)	Search and Rescue (8)
Animal Rescue - cats and dogs	First Aid - Level One (20)	Search and Rescue in extreme en-
Avalanche Forecasting	First Aid - Level One (expired)	vironments
Avalanche Training	First Aid - Level Three (5)	Sector Leadership
Avalanche Work	First Aid - Level Three (expired)	Stay Alive

Swift Water Rescue Technician	Property Taxes	Canning (5)
Water safety	Public Notary	Catering
Wilderness first aid	Real Estate Broker	Chef Training
Wildfire Suppression	Stock Exchange Broker	Cook's Aid
Wildland Fires		Cooking (69)
	<b>Fisheries &amp; Wildlife Management</b>	Cooking - Ethnic Foods
<b>Financial / Real Estate</b>		Culinary
Accounting (35)	Bird Houses - Wiring and Plumbing	Curing Meat
Accounting (Basic)	Breeding Fish	Dietary Cook
Accounts Payable / Receivable	CORE	Dietary Cook - Level 1
Auditor	CORE (Conservation) Instructor	Dishwashing
Bank manager	Electroshock Ticket for Fish	Food Allergy Certificate
Bank Teller (6)	Firearms Acquisition Certificate (FAC)	Food Safe (25)
Banker	Firearms Instructor	Food Safe (expired)
Banking	Fish / Wildlife Technician	Food Safe - Level 2
B.Sc. Accounting	Fisheries knowledge	Food Service Supervisor Certificate
Budgeting (6)	Fisheries Officer	Home Economics (foods, nutrition)
Canadian Tax Programs	Fishing (79)	Hospital Food Service
Commerce	Fishing - commercial	Jams and Jellies
Commerce degree	Fishing guide	Journeyman cook
Credit Estate Issues	Gunsmith Certificate	Kitchen Worker
Deposits	Hunting (38)	Making cheese
Doing taxes	Permit to Carry a Restricted Firearm	Meat packing
Economics Degree	Skippers Ticket - Commercial Vessel	Organic Food
Finance Administration	Snake Catcher	Party Coordinator
Financial	Trapping (9)	Restaurant Manager
Financial Counselor	Trapping Equipment Manufacturing	Restaurant Owner
Financial Management (16)	Wildlife	Restaurant Stock Maintenance
Financial Office Technology Diploma	Wildlife and Danger Tree Assessor	Serving
Income Tax Filing	Zoologist	Serving It Right (6)
Insurance		Super Host (5)
Investment Financial Advisor		Train Other Chefs
Landlord		Waiter / Waitress - Training
Ledger		Waitressing (20)
Life Insurance		Wine Making
Loans manager	<b>Food Services</b>	
Loans officer	Baking (22)	
Mutual Funds	Barbequing	<b>Forest Industry</b>
Personal Banking Officer	Bar Keep	B.Sc. Forestry
Primary Insurance Training	Bartending (9)	Bark Beetle
Property Management	Butcher (5)	Beetle Probing

Book Cases	Highleads	Stack Lumber
Brushing	Identify wood species	Timber Cruiser
Bucking (7)	Joinery	Timex
Buncher operator	Layout Plans	Training Mill Employees
Bush Work	Layout Technician	Tree Planting (6)
Cable Logging	Log Sales	Tree Planting Equipment Repair
Canter	Logging (14)	Trim Saw
Cedar wood products	Logging Contractor	Veneer processing / production
Chainsaw Operator	Logging Supervisor	Weather / Soil Temperatures
Chipping saw	Lumber cutting	Wood Lot Management
Cruising	Lumber Grading (6)	Wood Processing / Manufactur- ing
Cut Block Layout	Lumber Piling	Yarders
Cut Logs	M. Sc. Forestry	
Cone Picking	Marketing Wood	
Debarker Operator	Moulder Feeding	<b>Games</b>
Disseminate Forest Info and Re- search	Mill Foreman	Bingo
Edgarman	Mill Machinery Operator	Cards (6)
Edging	Mill Work	Computer games
Enforcing Forest Practices Code	Millwright (10)	Crossword puzzles
Environmental Management Sys- tem	Planer Foreman	Puzzles
Fall and Burn	Planerman	
Falling (18)	Plywood Plant Operations	<b>Government</b>
Feeds crusher	Pre-harvest Planning	Army
Fish tail saw operator	Processor operator	Census Enumeration
Forestry	Professional Forester	Collecting Garbage
Forest Engineering	Professional Surveyor for Mill	Dealing with government
Forest Health Assessment	Provincial Health Forest Strate- gies	Election Officer
Forest Officer	Pulling Veneer	Local and Regional Political Aware- ness
Forest Planning	Registered Professional Forester	Local government diploma
Forest Practices Code courses	Registered Professional Forester / Biologist	Politics
Forest Technician	Scaling (10)	Public Works
Forest Technology	Sawmill Operator (6)	
Forestry Management	Sawmilling	<b>Household Activities</b>
Forestry Technologist	Sawyer	Antiquing
Green Chain	Silviculture (7)	Chop Wood
Green Veneer Chain Work	Silviculture surveyor	Cleaning (15)
Hand Falling	Small Business Forest Enterprise	Chopping firewood
Hauling logs	Ticket	Creating habitats
Heavy logging machinery	Sorting lumber	Dusting
Helicopter Logging	Spacing	Family Activities (5)
		Gardening (159)

Gardening Vegetables	Maintenance (9)	Dental Assistant
Greenhouse	Mechanic (42)	Doctor Receptionist
Homemaker	Mechanic - snowmobiles	Doctor Support Services
Housekeeping (6)	Mechanical maintenance	Drug Administrator (Hospital Distribution)
Household management (10)	Motorcycle repair	Drug and Alcohol Rehabilitation
House sitting	Municipal maintenance	Drug Consultations
Laundry (6)	Oil Changes	Ex-Registered Nurse
Lawn maintenance (16)	Oil Exploration	Facilitate Clinics
Looking after pets	Painting	Fetal Alcohol Syndrome
Love	Plumbing	Foot Reflexology
Mothering	Power Engineering	General Nursing
Parenting	Propane Certified	Health Needs
Pond making	Propane Institute	Health Nurse
Raising Family (7)	Rebuilding Cars	Health Planning
Seamstress / sewing (54)	Refrigeration	Health Service Integration / Coordination
Vacuuming	Repairing Cars (6)	Herbalist
	Repairing Lawn Mowers	Home Care Certificate
<b>Industry Trades</b>	Repairing Snowmobiles / Skidoos	Home Care for the Elderly / Cerebral Palsy
Auto Body Mechanic	Restoring Tractors	Health Care Management
Automobile Painting	Road Maintenance	Home Support
Automotive Mechanic	Rock Scaling	Hospital Helper
Automotive Technician	RO Plan Operator - emissions control	Hospital Laundry Manager
Blacksmith	Sheet Metal Work	Hypno-therapist - certified
Bridgeman Ticket	Small Engine Mechanic	Iridologist
Building Cars	Welder's Helper	Licensed Practical Nurse
Building Bridges	Welding (29)	Life Horizons
Building Roads	Welding Safety Course	Long Term Acute Health Care
Craftsman	WHMIS (19)	Long Term Care
Custom Car Work		Long Term Care Aid
Drilling		Masseur
Electronics Technology	<b>Medical / Health Sciences</b>	Masters in Herbology
Electrical skills	Admitting Patients	Masters of Community Health and Administration
Electrician	Alternative Health Provider	Medical Office Assistant Certificate
Fabricate	Alternative Medicine	Medical Record Maintenance
Grader ticket	Animal Health Technician	Mental Health
H2S ticket	Autism	Mental support group
Handyman (10)	BA Psychology	Midwife
Heavy Equipment Mechanic	B.Sc. Nursing	
Highway Maintenance	Baccalaureate of Nursing	
Hydraulic Technician	Dealing with the Sick	
Licensed Mechanic	Dedication to Care	
Light machinery operations		

Nurse's Aid (5)	Design / Build Water Turbine for	Flute
Nursing	Power Production	French horn
Nursing Home Care Aid	Engineering power plant	Guitar (13)
Nursing Orderly	Gas Fitting	Harp
Nutrition / Healthy Eating	Gold Mining	Listening to music
Nutritional Counselor	Installing solar power technology	Marimba
Outpost nursing	grid systems	Musical band
Outreach support - discharged	Maintaining Transfer Station	Music Degree
mental illness patients	Mapping	Music - general
Palliative Care Training	Mine Instructor	Music - Grade 8 Conservatory
Passing medication	Mine Rescue	Music Teacher
Pastoral Care	Mine Supervision Ticket	Music School Diploma
Pharmacist	Mining - Mucking, Cleaning Blasts,	Musical Performer (dining room,
Pharmacist - Licensed	Tram Work	jazz club)
Physiotherapist	Moving Coal from Mines to the	Musician
Plan Individual Wellness Programs	Surface	Keyboard
Podiatrist - certified	Oil Burner Mechanic Certifica-	Organ
Providing Medication	tion	Piano (15)
Psychiatry Nursing	Oil Fields	Piano - Level 4 Royal Conserva-
Reflexologist	Oilfield Safety Orientation #1	tory
Registered Lab Technician	Recycling / salvage operations	Piano - Grade 7 Royal Conserva-
Registered Nurse (9)	Roughneck on oil rigs	tory
Reiki - 2nd Degree Certificate	Trade Superintendent	Piano Teacher
Reiki Master	Underground Coal Mining	Polka
Senior care	Union steward	Repair instruments (guitars, vio-
Senior nurse		lins, cello)
Vital statistics	<b>Performing Arts Skills</b>	Recording music
Wellness Promotion	Accordian	Singing (13)
Women's Health Care Issues	Acting	Songwriter
Working with Handicapped People	Acting Diploma - National The-	Stringed instruments
	atre School	Theatre
Working with People with Broken Hips, Dementia, Heart Conditions	Build instruments (guitars, vio-	Theatre Director
	lins, cello)	Violin
	CD Production	
Working with Seniors	Cha-cha	<b>Recreation</b>
X-Ray	Choir	Aerosoft
	Clarinet	Angling
<b>Other Resource Industries</b>	Comedy	Aviation gliders
Air Photo Analysis / Interpretation	Concerts	Aviation (5)
	Dancing	Backcountry skiing
BC Hydro technician	Drums	Backcountry travel
BC Hydro general tradesman	Engineering music	Badminton

Baseball (15)	Ice climbing	Stamping
Basketball	Ice-maintenance	Survival / wilderness skills
Biking (15)	Ice-maker	Swimming (10)
Bird watching (13)	Karate	Tennis
Boating (12)	Karate Instructor	Track and field
Bowling	Kayaking	Trail building
Brownies	Judo	Train enthusiast
Camping (29)	Local touring	Travelling (18)
Canoeing (20)	Martial arts	Trolling
Carpet bowling	Meditation	Umpire (expired)
Casino	Minor hockey	Visiting
Climbing (8)	Motorcycling	Volleyball (7)
Coaching - general	Mountain biking	Walking (22)
Coaching baseball	Mountaineering	Watching T.V. / movies (5)
Coaching basketball	Mountain guiding	Water sports
Coaching cross country skiing	Naturalist	Weight lifting
Coaching gymnastics	Organize Sporting Events	Yoga
Coaching hockey (5)	Outdoor sports (12)	
Coaching Special Olympics	Paddling	<b>Religious Services</b>
Coaching volleyball	Paragliding	Associate Degree of Arts and Religious Studies
Collecting - general	Pool	Bachelors of Religion and Mathematics
Collecting anitque cars	Quadding (12)	Bachelors of Religious Education
Cross country running	Radio control racing	Clergyman - Licensed Minister
Cross country skiing (18)	Rafting	Faith
Curling (18)	Running	Leading Church Services
Dog sledding	Running Coach	Licensed Lay-Minister of Word and Sacrament
Downhill Skiing (5)	Sharpen Skates	Pastor
Downhill Ski Instructor (CSIA Certified)	Shooting	Parish Council
Drive race cars	Skating (6)	Preaching
Driving - general	Ski Industry Training	
Extreme skiing	Skiing (19)	<b>Sciences</b>
Fitness (9)	Sledding (5)	Amateur Naturalist / Biologist
Fitness instruction	Slo-pitch (8)	Biologist in Training
Fly fishing	Snowboarding (5)	Biology
Football	Snowboarding Instructor (CASI Certified)	Chemistry
Girl Guides	Snowmobiling (29)	Climate Science
Golfing (26)	Snowshoeing (6)	Geologist
Gymnastics	Soccer	Geology
Hiking (89)	Softball	Knowledge of Chemicals
Hockey (31)	Sports - general	
Horseback riding (27)	Squash	

Knowledge of Hazards	haviour Adults	Hotel Manager
Masters of Science	Instructor for Babysitter Training	Housekeeping (6)
Plant identification	Knowledge about Handicapped	Information Travel Counselor Pro-
Scientist	Services	gram
	Masters of Social Work	Local Knowledge
<b>Social Services</b>	Masters of Social Work (in progress)	Motel Front Desk
Advocate for Kids	Parenting Education	Motel Management
Autistic Children Training	Personal Counseling	Recreation degree
B. Health Care	Preschool / Daycare Education	Reservations
B. Social Work	Psychology Degree	Resort Management
BA Sociology	Social services	Ski Hill Groomer
Baby Sitting	Social Worker	Tour guide
Baby Sitting Instructor	Special Education	Tourism Diploma
Behaviour Management	Special Needs Child Care	Tourism Industry Training
Child Care (7)	Suicide Intervention	Trail building
Child Protection	Suicide Prevention Course	Training in accommodations /
Child Speech Development	Support Group	managers
Child Trauma	Support Services	Visitor Info Counselor
Community Development and Pro-	Victim Assistance Program Man-	
tection	ager	<b>Transport / Equipment Opera-</b>
Counselor (8)	Victim Issues	<b>tions</b>
Counselor for Women and Vio-	Women's Issues, Awareness of	Activate Gas Pumps
lence	Working with aboriginal youth	Air Brakes (38)
Crisis Assessment Certificate	Youth Care and Special Services	Air Craft Maintenance / Repair
Crisis Intervention	Diploma	Diploma
Crisis Management		Air Ticket
Critical Incident and Stress De-	<b>Tourism</b>	Automotive Parts and Supplies
briefer	Adventure Guide Program In-	Auto Stacker
Daycare	structor - Post Secondary Educa-	Automotive Ticket
Daycare Management	tion	Aviation (commercial pilot)
Deal with Children and Families	Adventure Ski Guiding	Aviation (helicopter)
Dealing with Special Needs Chil-	Adventure Tourism	Aviation - night flying endorse-
dren	Arrange for Accommodations	ment
Early Childhood Education (9)	Built a Golf Course	Backhoe (7)
Early Childhood Education (ex-	Chamber Maid (13)	Bill out CN box cars to carry lum-
pired)	Cultural Tourism Instructor	ber
Elderly Care	Design / Build Ski Trails	Bus Driver
Employment Counselor	Fish guiding	Button-Top Loader
Experience Working with Chil-	Golf course architect	CCC Management Training (Com-
dren	Guide Outfitters License	puter)
Foster care	Guiding (5)	Bobcat
Group Home - High Risk Be-	Hotel Management Certificate	Cat Operator (8)

Civil Engineering	Mechanical Troubleshooting (for repairs)	tor Wagner
Class 1 Drivers License (26)	Navigation	Weigh Scale / Weigh Master
Class 2 Drivers License (5)	Pilot - licensed	Zamboni
Class 3 Drivers License (7)	Power Saw	
Class 4 Drivers License (unrestricted)	Qualified Track Man	<b>Other</b>
Class 6 Drivers License	Quality control - maintenance contractor	Ability to reason (basic logic skills)
Clipper Operator	Rail cleaning	Ability to control a large group
CN Lineman	Rail Safety	Ability to work without supervision
CN Operations	Railroad Experience	Adaptability
Commercial Flying License	Repack wheel bearings	Collecting evidence
Crane Operator	Repairing tires	Common Sense
Cut Off Saw	Road Deactivation	Compass
Defensive Driving	Roller operator	Compassion
Driving Vehicles	Rule Card	Decision Making (9)
Equipment Operator (10)	Run a big buck and saw	Delegation (5)
Excavator Operator (6)	RV Gas License	Engine Watchman
Forklift Operator (11)	Section Hand for CN	Flagging
Fuel Sales	Service Station Operator	Foreman
Fuel Truck Driver	Servicing Machinery	Forgiveness
Garbage Truck	Skidder Operator (11)	Funerals
Gas Attendant (5)	Small Machine Operator	Gathering Resources
Grader Operator (12)	Snow Blower	General Labour (7)
Gravel Truck (5)	Snow Plough (7)	General Well-Being of a Human
Heavy Duty Equipment Operator (24)	Speed Plough	Grounds Maintenance
Heavy Duty Mechanics (7)	Snow Removal	Group Management
Heavy Machinery Operator (6)	Stationary Diesel Operator	Helping People Feel Good About Themselves
Heel Boom	Taxi Driver	Instructing Motivational Programs
ICBC related insurance matters	Teaching to Operate Large Machines	Investigation skills
Lathe Assistant	Tow Truck	Inventing Things for Repairs
Lathe Operator	Track Maintenance (5)	Moderator
Loader Operator (26)	Track Maintenance Foreman	Monkey Wrenching
Logging Equipment	Traffic Control	Motivational
Logging Truck	Transportation Arrangement	Noxious Weeds Applicators License
Long haul truck driver	Transport Dangerous Goods	Organize Crews
Low Bed	Transport Crews	Patience
Machine Operator (15)	Transportation	Perseverance
Machinist	Truck driver (15)	Prioritizing
Masters of Tow Boating	Vehicle Inspector	Problem Solving
Mechanical Splitting Device	Veneer Cutting Machine Opera-	

---

Recording minutes	Sharpening	Weddings
Relief Foreman	Special Services Assistant	
Residue and Waste Surveyor Certificate	Training	
	Trouble Shooting	

---

## A.5 Section E. Home-Based and Self-Employed Business

### A.5.1 E4. Where Are Your Home-based/Self-Employed Products or Services Sold?

**Table A.7** Location of Markets

Location	Number	Percent
Locally	113	67.3
Outside McBride, but within BC	39	23.2
Outside McBride, but within BC and Alberta	39	23.2
Outside BC and Alberta, but within Canada	16	9.5
Outside Canada	17	10.1
Total	224	133.3

68 valid responses

### A.5.2 E6. Change in 2003 Net Revenues Compared to 2002

**Table A.8** Change in Revenues

	Number	Percent
Significant decrease	27	16.4
Decrease	39	23.6
No change	42	25.5
Increase	35	21.2
Significant increase	13	7.9
Don't know	8	4.8
n/a	1	.6
Total	165	100.0

**A.5.3 E7, E10. Rate Your Satisfaction with McBride as a Place to Operate a Home-Based / Self-Employed Business**

**Table A.9 Self-Employed Satisfaction**

Variable	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know	Total Number
Home-based Business	1.7	9.6	16.5	51.3	13.9	7.0	115
Self-employed Business	2.4	12.6	22.2	41.5	13.5	7.7	207

**A.5.4 E8b. Industry Sectors In Which People Are Considering Opening a Home-Based Business**

**Agriculture**

- Cooperative gardening
- Farming
- Greenhouse
- Kennels
- Organic produce

**Artisan**

- 3-D Imaging in wood (signs)
- Ceramics
- eBay- selling knitting products
- European knitting
- Musical instrument repair
- Nature Photography
- Stained glass
- Ursus horn products (artisan)

**Business Services**

- Accounting and bookkeeping
- Computer repair/ Virus removal
- Graphic design
- Information Technology
- Internet company

- Life insurance
- Publishing
- Pyramid marketing
- Small business development
- Software
- Website development

**Health and Social Services**

- Child care
- Education
- Organize overseas medical escort
- Reiki

**Industry**

- Building jet boats
- Concrete business (construction)
- Delivering fuel
- eBay- selling knitting products
- Electrical contracting
- European knitting
- Forestry- selling logs
- Handyman business
- Manufacturing

- Mechanics shop
- Micro-brewery
- Oil furnace repairs
- Operating equipment
- Property repairs
- Sawmill
- Scrap/Salvage
- Tire shop
- Value added timber
- Vehicle detail shop
- Window frame shop
- Wood furniture
- Wood processing
- Woodworking (5)

**Retail**

- Amway
- Avon
- Bargain Centre
- Butcher shop
- eBay- selling antiques
- Gift Baskets
- Hair salon

---

Jams, mushrooms, pickles	Accommodations on golf course	Recreational horse rides
Juice bar with entertainment	Aquatic centre	Restaurant
Mattresses/ box springs/ frames	Bed and Breakfast (6)	Small resort facility
PartyLite	Canoe building	Snowmobile repair/ guiding
Quilting store	Climbing and hiking	Storage for sleds
Retail	Gardening	Swimming lessons
Seamstress	Hospitality	White water rafting
Textiles tailor shop	Martial arts	Yoga
	Mountaineering school	
<b>Tourism and Recreation</b>	Museum	

---

### A.5.5 E9. Suggestions for Improving McBride as a Place to Operate Home-Based Businesses

---

<b>Agriculture</b>	More child care
Root-crop farming	Need a niche market due to low population numbers
<b>Artisan</b>	Open the Dome Diner
Another larger gallery	Reduce overhead costs
Support for local artisans/ producers throughout province	Stop copying other entrepreneurs
Too many crafts	<b>Communication and Technology</b>
Whistle Stop Gallery has helped	Better communication between residents
Whistle Stop Gallery needs to omit volunteer hour requirements for members who can't afford it	Better communication outside the community (from Chamber)
Whistle Stop Gallery: too expensive to sell wares there-need funding to override \$20 membership fee and \$180 staffing fee	Better computer services/ skills
<b>Business Development</b>	Business networking
Advice and guidance	Expansion of telephone lines
Chamber should promote professional development and pride for home- based businesses	Improve cell phone service/ communication technology (6)
Easier to access funding	Improved fibre optic/ internet (12)
Friendlier to strangers	Internet advertising (5)
Local people need to shop locally (6)	Market locally with easier means
	McBride and Valemount should promote area together
	More/ different advertising (11)

More communication/ coordination between municipality/government and tourism services  
 More community involvement  
 More publicity for the farmer's market

#### **Education**

CNC branch needed  
 Course in paperwork  
 CREDA is good, advertise in paper  
 Education courses- general  
 Funding needed for training  
 More music teachers  
 More self-improvement courses  
 Night courses  
 Research to determine businesses needed (6)  
 Training to open a business (5)

#### **Government Policies/ Regulations**

Better communication/ support from government to industry  
 Better communication between governments and people  
 Changing the policy/ laws with the Agricultural Land Reserve  
 Conservation officer  
 Don't deny permit applications  
 Ease zoning/ bureaucratic red tape (provincial and regionally) (6)  
 Government- stop laying off  
 Home businesses can't afford Main St. rents (change zoning)  
 Lift the BSE ban  
 More encouragement from Council  
 More enlightened and supportive Village Council- looking beyond resource extraction  
 More flexible business licensing bylaws  
 More funding and grants for small business needed  
 Municipality should simplify business registration process  
 Need regulation (illegal daycares)  
 Save some wood in the area for local artists and handcrafts

#### **Industry**

3 phase power from Hydro  
 Get rid of big saw mills, have smaller ones employ more people  
 Promote forests for sustainability and tourism  
 Reduction in power failures  
 Steadier employment needed

#### **Other**

Anti-globalization  
 Economy and employment need to improve  
 Larger population base needed (10)  
 Too cliquey, people afraid to add competition for fear of being outcast

#### **Small Business/ Retail**

Barber  
 Business must be diversified  
 More large stores  
 Run community market longer, and be held inside in winter  
 Small flea market  
 Too many home businesses

#### **Tourism and Recreation**

Develop a camping area  
 Home-based spa  
 Increase the tourism industry  
 More Cottage industry tourism  
 More tourists needed  
 Need a year-round attraction  
 Open a Bed and Breakfast  
 Swimming pool

#### **Transportation**

Highway corridor to Barkerville  
 Lower freight rates  
 More accessibility to McBride from the highway  
 Road to Wells via Goat economically viable idea  
 Transportation cost to market too high

### A.5.6 E11. Suggestions for Improving McBride as a Place to Operate Self-Employed Businesses

#### Communications and Technology

Better signage (more than just arrows)  
 Better telephone service (6)  
 Cell phone service (7)  
 Create business directory  
 Highway 16 needs more advertising  
 Coordination of promotions with other communities  
 Improve contact with tourists  
 Internet- improved, cheaper and extended to Dunster (12)  
 Local businesses need to ensure they are worth supporting  
 Local calling charges to Prince George  
 More advertising (7)  
 More internet advertising  
 More frequent Business Expo  
 Trade show

#### Education

Better distribution/ training for businesses  
 Course on starting a business  
 More educated working people  
 Research to see business needed  
 Super Host program

#### Financial Support

Bank treats self-employed as unemployed- can't get loans  
 Banks more lenient in overdrafts  
 Whistle Stop Gallery- lower fees  
 Better banking service  
 Cheaper real estate  
 More accessibility to financing

#### Government

Better trade barriers  
 Bylaw for standard of lawn care

Chamber needs to promote outside McBride  
 Clean up empty yards and lots  
 Clearwater needs to advertise contracts locally  
 Don't cut off farm gate meat sales as is proposed  
 Economic Development Officer  
 Economic support from village  
 Encouragement to have free enterprise  
 Government help with BSE ban  
 Hard to contact government offices in Vancouver  
 Inspected slaughter house  
 Locals don't get government sponsored work (Specifically Ministry of Forests)  
 Local businesses should get first bid on tenders  
 Lower price for business licenses  
 Lower property taxes (change tax structure)  
 Lower taxes for small business  
 More encouragement from community and Village office  
 More government services  
 More support for Fraser Headwaters Alliance  
 More support for parks  
 More support from local/ provincial politicians/ governments (5)  
 Open attitude to competition  
 Reduce government/ regional regulations  
 Regulations/ permits for logging trucks- lighten  
 ICBC inspections  
 Tax breaks for rural areas  
 Village council needs to do more (Valemount applies for grants)  
 Village of McBride should not be competing for local business

#### Industry

Bring in a non-polluting industry  
 Get the resource industry going  
 Log beetle kill

---

Lower Stumpage rates	Buy locally (5)
Make use of wood products	Child consignment store
More Hydro	Computer business
More employment for wood finishing or veneer mill	Fabric and crafting stores
More industry	Fresh fish store
Settle softwood dispute	Furniture store
	Gas station
<b>Infrastructure</b>	Have decent hours of operation
Fix potholes	Innovative businesses needed
Improvements to dirt roads	Make prices more competitive
Local transportation improvement to access home businesses	More clothing stores
Road to Wells via Goat River	More grocery stores
Improve sidewalks	More retail space
	More variety in services
<b>Other</b>	No shopping at Wal-Mart
Bring in younger risk takers	Office Supply Store
Don't get discouraged	Shoe store
Hard to find casual help (WOOFERS program might help)	Tim Hortons
Larger population base (10)	<b>Tourism and Recreation</b>
Need new blood and innovation	Aquatic centre needed
Root-crop farming	McBride needs to be a destination town
	Need to attract more tourists
	Seasonal resort development
<b>Shopping</b>	<b>Transportation</b>
Auctions	Lower freight rates for farmers
Auto store	
Brewery	
Businesses that focus on kids	

---

---

# References

**Civic Economics.** *Economic Impact Analysis : A Case Study --Local Merchants vs. Chain Retailers.* Austin, Texas: December, 2002.

**Halseth, Greg and Laura Ryser.** *Tumbler Ridge Community Transition Survey 2001.* Prince George, BC: UNBC, March, 2002.

**Halseth, Greg, Laura Ryser, and Shiloh Durkee.** *Shopping and Commuting Patterns in the Northwest Region, B.C.: Final Report.* Prince George, BC: UNBC, July, 2004.

**Power, Thomas Michael.** *The Economic Implications of Protecting the Natural Landscapes of the Southern Selkirk Region in the US and Canada.* Spokane, Wash.: The Lands Council, June, 2002.

**Stamm, Larry.** *A Socio-Economic Profile of the Robson Valley.* McBride, BC: Fraser Headwaters Alliance, February, 2004.



