

## Vital Signs Perception Survey 09/08/2011

### Work

#### Living Wages / Cost of Living

- A living wage increase?
- A Pay is way too low, even for educated or ticketed people.
- A Wages are too low.
- A Need for better paying jobs to address under-employment
- A not many jobs with quality pay, to be able to sustain a living here
- A I don't know much about this topic, although I believe in fair wages for all ages
- A low wages in Vernon
- A Cost of living is too high here for wages most people bring in.
- A More opportunities for decent salaries in a challenging work environment
- A better paying jobs needed, not much work here that pay enough to make a living
- A jobs pay less than other areas
- A employers providing extended health plans
- A Incentives for employers to hire first time employees.

#### Attract / Support Local Businesses

- B opportunities for. business attraction investment such as parks and amenities
- B tough for young, educated people to enter their profession
- It is very sad to see business closures - Bakers Dozen is gone and it was a terrific resource. They were
- B negatively impacted by the huge amount of time it took to complete the roadway in front of their
- B attract new business and build options for employees
- B review city taxation for small businesses
- B Does the city have a business development strategy/plan?
- Raise the quality of high tech companies. Bring incentives for high tech companies. These are great
- B jobs and it's sad that you have to go to Kelowna to get good jobs in this area.
- B Need more "clean" industry - economic development needs to be more focused.
- this is a major area to address -no simple answers - council or RDNO needs to find ways to entice more
- B new-business - large scale - technology or light manufacturing
- Get this Economic Officer out there and get business in to Vernon that will pay a decent wage and
- B employ more people on a full time basis. There are way too many part time workers at a low wage and
- B drop this rural living slant, encourage business with a future to set up shop.
- B We need to attract businesses that will hire and pay well. The town is full of low paying and go-nowhere
- B Marketing and making technical jobs to encourage young families to move to the Okanagan and work in
- B Need to attract better paying clean industries
- B no more big box stores
- B business encouraged to stay here
- B Encourage bigger business to move to the area
- B Need manufacturing jobs
- B become a place where businesses want to come
- B Encourage new business
- B more promotion for our wonderful downtown businesses
- B attract clean, well paying business
- B we need to attract more businesses to hire younger workers---like the call center
- B Provide incentives for businesses to move here
- B better incentive to bring in big businesses
- B Light industry

- B other incentives to attract new business
- B encourage new industry: sunrise business  
Bring industry in here. Look for the land to provide a place for industry. Seems that you see a new business open (especially downtown) and the next thing you know they are closed and there is another empty store front. Wages are far too low and the old excuse is that you have the opportunity to live in the Okanagan. Funny, but the same story was an excuse for poor wages on Van. Island too. (However they did on the average pay more than they do here). Perhaps new business thinks twice about locating here because of all the red tape and hesitancy to allow land usage, rezoning or continual public input over every little thing that has been discussed. Business is looking for encouragement to come into a get larger business to set up shop here
- B Downtown businesses have been abandoned; why put the bus terminal in the middle of what could be
- B bring in more HQ's? Not call centres, still need migrant workers
- B government should pursue clean employers (high tech, creative employers)
- B Encourage more home grown small business, especially in local food and agriculture.

### **Create Good Jobs**

- C create jobs not give money for welfare, etc. as people should earn their own income.
- C tough for anyone coming in without a job  
determine a theme that supports and can enhance our current assets and offer incentives that encourage investment and entrepreneurial approaches to build on that, enhance/support things like secondary products, wood furniture, spirits, sports gear, cheeses, (promote, support collaboration, brag
- C Industrial initiative
- C more permanent jobs, less part-time without benefits
- C year round, sustainable employment is required
- C diversify economic activity
- C there is next to no employment opportunities here and when you do get hired you are prone to
- C Jobs seem hard to come by.
- C more locals at Silver Star
- C Too many of our employed are only part-time
- C tough one! I know a lot of un-employed 50 year old white guys/office workers who can't find work
- C Young people are not staying in Vernon without more opportunities
- C Improve employment opportunities in knowledge-based employment areas
- C Create opportunities for higher paying jobs!
- C focus on local assets

### **Too Many Minimum Wage Jobs**

- D The opportunities for women to earn more than minimum wage is low
- D Raise the minimum wage
- D increase min wage
- D most jobs are hospitality/tourism which are low paying in relation to the cost of living in Vernon
- D less MacDonalds jobs, more full time opportunities.
- D need more jobs that are fulltime and not tourist related
- D The wages are much to low in comparison to housing costs.
- D more opportunities for young graduates, to keep them here.
- D raise minimum wage
- D too many low paying jobs without benefits-part time etc

## **Implement Work Programs**

- E Keep Community Futures  
the majority of the work is variable, seasonal, and inconsistent. Low pay creates an environment of job hopping, thus increasing costs for employers. HR training for employers may be beneficial. Larger property tax holidays for new or expanding business
- E need resources to encourage employers to accommodate workers more to keep workers
- E increase in lower levels' quality of work and wages
- E if you want work- it is out there
- E Still very much a who you know not what you know town
- E focus funding and community programs on youth training and retention
- E increase funding and add incentives to the social assistance programs that encourage learning new skills and entry into the workforce where there are jobs available with a living wage.....
- E A program to help decrease barriers for the unemployed
- E Teach youth the value of hard work
- E local training programs that fit with skills needed by employers

## **Transit**

- F better transit to allow employee to get to work on time for those in need
- F the only thing we need to improve is transportation for the working poor

## **Government**

- G Stop forcing business closures with poor planning on infrastructure such as road work. Promote increased business by having more people visit the businesses instead of forcing them out due to poor Temporary migrant workers would not be necessary if we employed those in our city who are already no working. They shouldn't have a choice; either work or they are off assistance!
- G Decrease taxes
- G revitalize downtown core - eliminate parking meters
- G regional approach to economic development
- G develop a boardwalk around Swan Lake. Eco tourism is huge!!
- G Bring back CBD!!!
- G collaborate with whole Okanagan on comprehensive Okanagan packages that draw visitors to Vernon  
If temporary migrant workers are employed they should receive the same treatment as any resident of our city, including medical coverage while they are here.
- G important to treat migrant workers well
- G Lack of Industrial land

## **First Nations Employment**

- H Again, where are the First Nations people working in Vernon?

## **Develop the Downtown Core**

- I more people living downtown to keep downtown vibrant