



# Community Contacts Newsletter

University of Northern British Columbia

February 2005

Volume 1, Number 2

*"Northern  
Strength  
to  
Northern  
Strength."*

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## Welcome

Welcome to the February newsletter of the Community Development Institute (CDI) at UNBC. We hope that this newsletter will help to keep you informed about developments at the CDI. Our plan is to send these e-newsletters out to our community contacts quarterly. If you have any comments on how we can improve the newsletter, or if you have news that you would like us to include in our next edition, feel free to contact us at [manson@unbc.ca](mailto:manson@unbc.ca)

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## The CDI at UNBC

The Community Development Institute at UNBC is interested in two fundamental issues for communities in northern BC: community capacity and community development. By undertaking research, sharing information, and supporting education outreach, the Institute is becoming an important partner to communities interested in making informed decisions about their own futures.

The Institute emphasizes the importance of capacity-building, collaboration, learning, and complementarity. Research that is undertaken balances academic credibility with practical relevance. Beyond research, the Institute is involved in outreach activities and serves as a conduit to expand local educational opportunities related to community development.

For more information please visit: <http://www.unbc.ca/cdi>

## Projects

### Shopping and Commuting Patterns in the Northwest Region of B.C.

Over the past thirty years, transportation infrastructure has been greatly improved in northern B.C. This provides people with the opportunity to reside in one place and commute to another for employment or shopping. Such 'extra-community' commuting results in economic leakage where wages are earned in one town may be spent on goods and services in another. At times, inadequate shopping services have contributed to out-migration in rural and small town places. Studies have shown that the availability of goods and services, perceptions about local shopping services, and community satisfaction are important in shaping shopping behaviours. This research explores shopping and commuting patterns in the northwest region of B.C. Specifically in the communities of Kitimat, Prince Rupert, and Terrace.

This report begins by reviewing a range of issues surrounding shopping, commuting, and economic leakage. This includes the key role services play in community economic development, as well as the role they play in retaining and attracting residents. This is followed by a brief description of Kitimat, Prince Rupert, and Terrace, as well as the methodology used for this study. Information was collected about the socio-economic profiles of each place to see how the profile of respondents fits with the census population. We explored where and why shoppers purchased a range of items such as convenience goods, clothing, and expensive items, such as vehicles, as well as other services. Information was collected about perceptions of changing accessibility of shopping services. We also gauged consumer satisfaction with a range of business, health, community, provincial government, and federal government services. Finally, we looked at reasons why respondents make out-of-town trips to see if shopping was a main reason.

For further information on this study please visit:

[http://web.unbc.ca/geography/faculty/greg/print\\_research.shtml#NorthwestShopping](http://web.unbc.ca/geography/faculty/greg/print_research.shtml#NorthwestShopping)

## Links

### Tourism employment in rural Canada

Tourism accounted for about 3% of total employment in Canada's predominantly rural regions in 2003, about the same as it did for the economy as a whole, according to a new study.

For further information on this study please visit:

<http://www.statcan.ca/Daily/English/050107/d050107b.htm>

### Rural-urban income gap

Average incomes in Canada's rural population increased in every province during the past two decades, in many cases at a faster rate than average incomes in urban areas, according to a new study.

For further information on this study please visit:

<http://www.statcan.ca/Daily/English/041223/d041223b.htm>

### 2001 Aboriginal Population Profile

These profiles contain free information on adult and child Aboriginal identity population for selected communities in Canada where the Aboriginal identity population is 200 or more according to the 2001 Census. These communities include First Nations, Métis settlements, Inuit communities, urban centres and rural areas.

For further information on this study please visit:

<http://www12.statcan.ca/english/Profil01ab/PlaceSearchForm1.cfm>

## Institute News

### Speaker's Series

The Community Development Institute, in partnership with the UNBC Regional campus in Terrace, the 16/37 Community Futures, Regional District of Kitimat-Stikine, and the District of Kitimat are co-sponsors of the inaugural Community Speakers series. Dr. Sean Markey, Adjunct Professor, Centre for Sustainable Community Development, Simon Fraser University, will be speaking in Prince George on the evening of March 17, 7:30 pm (doors open at 7:00 pm) at UNBC and in Kitimat, March 18, 7:30 pm (doors open at 7:00 pm) at the Kitimat Valley Institute for Industrial Education in Conference room #1.



The title of Dr. Markey's talk is:  
**"Cows in the City and Other Rural Development Strategies"**

The Community Development Institute, in partnership with communities and funding agencies, will sponsor two Community Speakers a year. One in the fall and one in the spring. Experts will be invited to speak on important and relevant topics. The Speakers series will consist of three lectures. A classroom based lecture at UNBC, a public lecture at the Prince George campus and one lecture in a community in our service area. The CDI will publish these speeches via its publications series. The first Speakers series will take place in the spring of 2005.

For further information please contact Don Manson at 250-960-5018 or [manson@unbc.ca](mailto:manson@unbc.ca)

**The CDI and Rural and Small Town Studies Team**

**look forward to continuing to work with you in 2005.**