



**Capital Pride
Community
Consultation Survey
Report**

April 2022

INTRODUCTION

The mission of Capital Pride / Fierté dans la Capitale is to create opportunities to celebrate, advocate, educate and connect people, respecting the full diversity of the 2SLGBTQ+ community in Canada's capital region, on the unceded and unsundered land of the Algonquin Anishinaabe people. Capital Pride is committed to reflecting the perspectives of the communities we serve.

As we navigate into new territory for the 2022 Capital Pride Festival we have a reinvigorated focus to create community connections and bring forth festival programming that will benefit the National Capital Region's 2SLGBTQ+ communities. For this reason we have conducted a community consultation process to gather input from 2SLGBTQ+ community members and organizations in order to:

- (i) assess how beneficial, accessible, and enjoyable Capital Pride's events and initiatives are to 2SLGBTQ+ people in Ottawa and Gatineau;
- (ii) identify areas of the festival programming that need improvement, especially within the focuses of family programming and BIPOC programming;
- (iii) assess the impact and assess any concerns in regards to potential locations for the 2022 Capital Pride Festival; and
- (iv) explore new ideas and opportunities that will contribute to its mission.



This report will summarize the input gathered from the online survey and outline the steps that Capital Pride will be taking to incorporate, with its finite resources, the feedback and ideas from the community and local 2SLGBTQ+ organizations.

The first three sections describe the methodology we employed ('What We Did'), the groups who participated ('Who We Heard From'), and the results of the survey ('What We Heard'). The final section, 'What We Will Be Doing' outlines the future commitments Capital Pride is undertaking to improve its events, relationships with communities, organizations and accessibility. The survey questions are also included at the end of the report [Appendix 1].

Capital Pride remains committed to community outreach and engagement with 2SLGBTQ+ communities. We are incredibly grateful to everyone who took the time to complete our survey and offer their insights to help guide Capital Pride's planning process for the 2022 festival. Engaging with community partners is a continuous process and we shall continue to reach out, engage in conversations and listen to the diverse voices of the National Capital Region's 2SLGBTQ+ communities.

WHAT WE DID

A community survey was developed for both individual community members and groups and organizations that have previously participated in Capital Pride events and programming. The survey focused on receiving feedback on the following topics:

- Family programming;
- BIPOC programming;
- Proposed changes to the Capital Pride Festival’s location; and
- General feedback on events and accessibility.

The survey was open from February 15th to February 28, 2022. We received a total of 166 responses (155 in English and 11 in French) from the survey for individuals. The survey for groups and organizations received 29 responses (25 in English and 4 in French).

Questions in the surveys were separated into the following categories: demographics, family programming, BIPOC programming, programming and events, and proposed changes.

WHO WE HEARD FROM

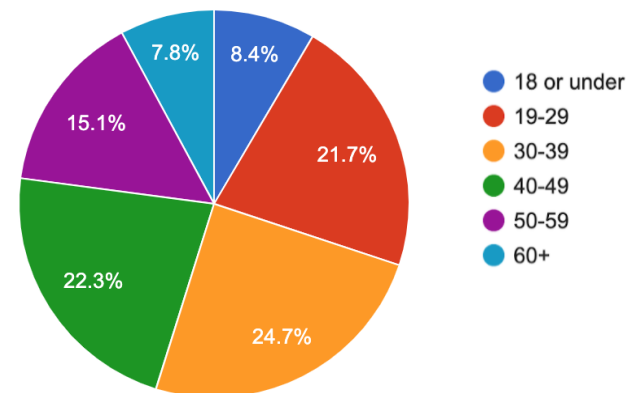
Online Survey

This year the survey included a shortened list of demographic questions to focus on age, language and where people live.

The only other demographic questions asked were to identify those who have children and those who are part of BIPOC communities to learn more about their interest, needs, and ideas for family programming and programming for BIPOC communities.

In the survey for individuals in both French and English, the respondents' ages ranged from under 18 to over sixty with the largest group of respondents being in their 30's cumulatively (24.7%). The second largest age group of respondents were those in their 40's (22.3%) closely followed by those in their 20's (21.7%).

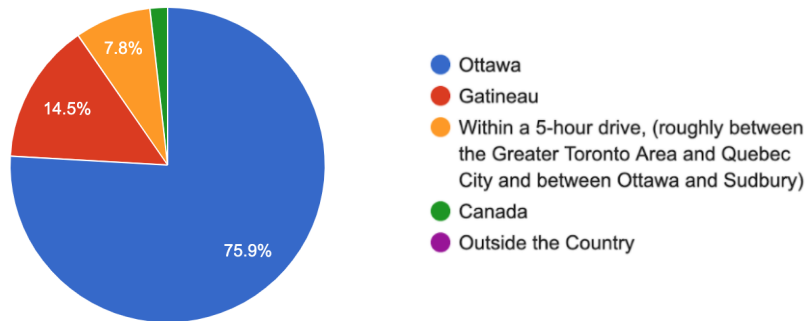
Image 1: Age



The next piece of demographic data collected was location to assess the needs of those directly in Ottawa and Gatineau as

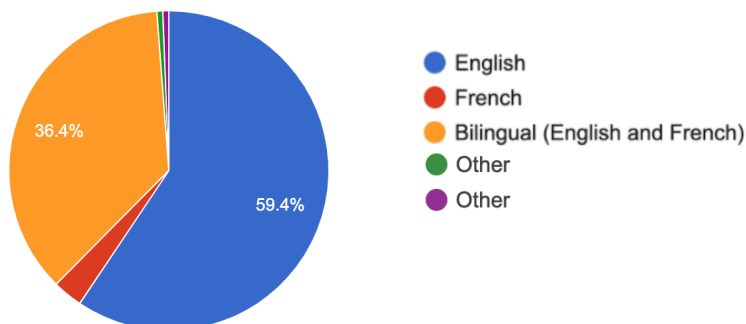
well as community members from the surrounding area. The majority of respondents listed Ottawa as their place of residence at 75.9%, while the next largest group listed Gatineau as their place of residence at 14.5%. Responses were also received from those in a 5 hour radius in a smaller amount at 7.8%.

Image 2: Area of Residence



Language was also included in the demographic data collected in the introduction section of the survey to assess the interest for French programming and need for other languages to be included in the summer programming. The majority of respondents listed English as their spoken language at 59.4%. Bilingual respondents were the second largest language group at 36.4%. 5% of respondents list French as their spoken language.

Image 3: Language



The last demographics section had two parts. Firstly, we asked if the respondent cared for children (11.5%) which resulted in asking questions about family programming. Secondly, we asked if the respondent was part of the BIPOC community (15.1%) to assess levels of representation and ways to improve programming for BIPOC communities.

WHAT WE HEARD

Events

Many respondents had attended Capital Pride events in the past. They were asked to share their favourite experiences and areas for improvement. The elements of Capital Pride that people look forward to the most were the parade (83 people), meeting people/community connection (27), drag shows (25), and musical performances (23).

Interest in events for specific communities were also recorded from a number of respondents. The most popular were the following:

- Events that include a diverse range of artists and performers from BIPOC communities (15)
- Events for youth under 18 (12)
- Events and spaces for wome(x)n (8)



- Events highlighting Bi, Pan, Non-binary, Aro/Ace, and Trans folks (6)
- Events for seniors (4)
- Events for immigrants/ newcomers and refugees (2)

The need for sensory friendly event spaces that are quieter and less crowded was also identified (15). Reasoning behind wanting spaces like this varied, and respondents from multiple perspectives and communities indicated their interest. Some of the reasons given for wanting these spaces were accessibility for those: with disabilities, who are neurodivergent, have sensitivities to sound or large crowds, and those who are uncomfortable in busier and louder spaces.

Accessibility in general was also indicated as a priority by many respondents. Those focused on physical and mental accessibility (13) indicated a focus on sensory friendly spaces and others indicated a focus on physical accessibility through things like wheelchair accessibility, more seating, and availability of shade and water. Financial accessibility was listed as a priority for attending Capital Pride events by 9 people with ideas for tiered pricing and/or more free events. Another element of accessibility that was listed as important to respondents was transportation (11) with ideas for free transit/parking, shuttles to event locations, and events outside of the city center/ around Ottawa and Gatineau.

Sober events / events that do not take place in bars and do not highlight alcohol were also recorded as important to respondents (10). Some respondents shared interest in sober spaces for a variety of reasons, and respondents under 18 shared interest for events not in bars so they could attend.

Some other types of events that were popular with respondents were:

- Educational events and events teaching queer history (17)
- Events focused on activism, advocacy and politics (10)
- Dances for adults (9)
- Online/live streamed events (7)

Respondents shared ideas for events such as clothing swaps, panels on disability in 2SLGBTQ+ communities, dance lessons from different cultures, a food of the world market, comedy nights, singles events, events focusing on mental health, healthy living/active events, drag for youth, french events, interactive events like workshops and more.

More feedback was received from respondents specifically in regards to event programming for families and BIPOC communities in the following sections:

Family Programming

19 respondents indicated that they cared for children under the age of 18 and answered questions focusing on family programming.



In addition to the Family Pride Picnic that is part of Capital Pride's programming, we asked for insights to guide increased family programming for 2022. 71% of respondents with families want to see more family programming. The most popular ideas brought up were interactive activities such as workshops, crafts, scavenger hunts and other types of games and activities where families can meet each other. Other ideas shared were: spaces and events for families at the main festival location, events that connect youth with older generations, drag + queer storytime for children, and programming by Indigenous elders included in family programming.

BIPOC Programming

25 respondents shared that they are part of BIPOC communities and answered questions about the level of representation of BIPOC communities and ideas for improvement of the programming for BIPOC folks and inclusion of BIPOC artists and creators.

90% of BIPOC respondents who answered want to see more BIPOC programming at Pride. From BIPOC respondents there was general support for the types of events being produced by Capital Pride, but one of the main points that was brought up on what could be done better, was an increase in diversity in the BIPOC programming to highlight a variety of communities such as Middle Eastern, South and South East Asian, Latin American, and other underrepresented communities that are part of the National Capital Region's 2SLGBTQ+ communities.

Another topic with popular interest was an increase in programming that highlights / caters to immigrants,

newcomers and refugees in Canada.

Other Ideas included a multicultural tent to showcase food and dance from a variety of cultures from around the world, increased Indigenous programming through performances and food, and BIPOC programming that focuses on historical accomplishments and struggles of BIPOC communities in 2SLGBTQ+ and women's issues.

Proposed Changes

The final section of Capital Pride's community consultation survey was focused on proposed changes on the location for Capital Pride events in 2022.

This section was included in recognizing that the current Festival site on Bank Street (between Gladstone Avenue and Somerset Street) and Somerset Street (Bank Street and O'Connor Street) has reached capacity based on spaces for community groups and organizations compared to demand; capacity of the mainstage; and the size of crowds throughout the festival. In addition, we are reaching capacity in the current staging area for the Parade (located near the intersection of Bank Street and Gladstone Avenue).

In the lead-up to the survey, we identified the requirements for the street festival, main stage (and additional stages), the



parade, the parade staging area and logistical infrastructure. We also investigated other options, including NCC parks and City spaces, these were not presented as they were not viable for various reasons including availability, size, and booking policies.

The survey presented three options:

Option 1: Current Set-Up

- Current footprint (Bank Street between Somerset Street and Gladstone Street and along Somerset Street between Bank Street and O'Connor Street)
- Similarly sized mainstage (capacity of about 2,000)
- Parade will take place throughout Centertown although is expected to increase in length.

Option 2: Enlarged Festival within Centretown

- Expanded footprint with a longer street festival (Bank Street between Laurier Street and Gladstone and along Somerset Street between Bank Street and O'Connor Street)
- Similarly sized mainstage (capacity of about 2,000)
- Parade will take place throughout Centertown although is expected to increase in length.

Option 3: Lansdowne Park

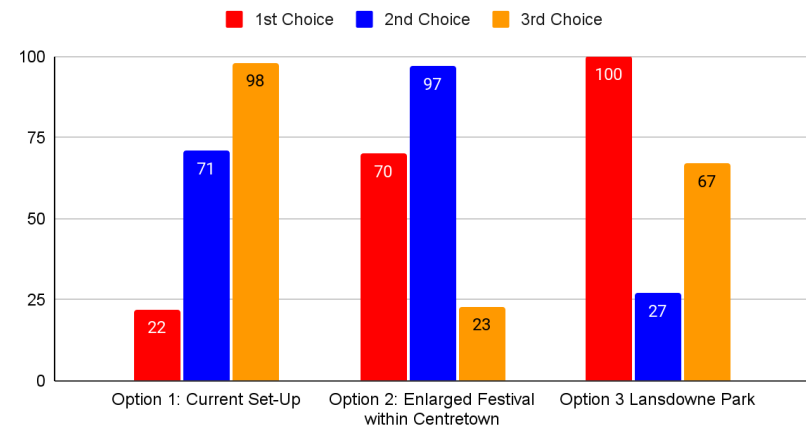
- Similarly sized street festival (throughout Lansdowne Park)
- A larger sized mainstage (on the Great Lawn) with opportunities for expanded food and drink offerings.
- Opportunities for new programming at Lansdowne Park (for example, within the Horticulture Building).
- Parade is expected to start in Centertown and end at Lansdowne Park (for example, via either Bank Street or Queen Elizabeth Way).
- Free transit (via OC Transpo) would be provided to and from Lansdowne Park.

The general support, preference and concerns associated with the different options were recorded in this section to assess which option was the most popular among survey respondents.

We asked respondents to rank the three options. The following bar graph shows the accumulation of all information received in the surveys for individuals and for community groups and organizations. The graph shows the ranking of people's first, second and third preferences for location. The numbers listed in each bar is the number of respondents who voted for each option.

Image 4: Proposed Location Ranking

Ranked Choices for Capital Pride Location





Relocating to Lansdowne Park had the highest number of respondents who listed it as their first choice (100) and the Enlarged Festival within Centretown was listed just below it with 70 people listing it as their first choice. The least popular for first choice and highest listed as their third choice was the current set-up in Centretown (22 people listed it as their first choice).

Feedback about the Lansdowne Park proposal

Those in favour of Lansdowne Park shared support for elements such as being able to enjoy more open space, less worries about traffic, free transit, more pedestrian space, option for indoor + outdoor programming and the opportunity for a wider variety of programming. The most popular reasons for supporting Lansdowne shared by respondents was the ability for more programming across more space where events could be offered in a variety of formats and allow people to connect in an open space free of traffic. Free transit to Lansdowne was also a popular element of the Lansdowne Park option.

Concerns were also shared about the move to Lansdowne, and the largest was a concern about moving the festival away from Ottawa's Gay Village and losing the community feeling of Pride that comes with the historical and community significance of Centretown to Capital Pride. Other concerns raised were: feeling that Lansdowne is too corporate or commercial, transit/transportation/parking may be difficult, and concerns over adequate seating, shade, food, and water. Another main concern raised was about Capital Pride still being able to support Centretown businesses, especially 2SLGBTQ+

businesses and food + drink establishments such as the bars downtown.

Feedback about the Centretown proposal

Those in favour of the Centretown options shared interest in keeping Capital Pride events in Centretown for a variety of reasons. The most popular reason was the connection to the community and 2SLGBTQ+ history in the Gay Village and support of Centretown businesses. Multiple respondents stated that Capital Pride should remain in Centretown because that is where the Gay Village is and to hold the event somewhere else would be moving Capital Pride away from its home. Other reasons shared were that Centretown feels more welcoming and is more accessible for some people to get to. Respondents also noted the importance of holding Capital Pride events in Centretown to help to support the businesses; especially the queer businesses in the area.

Respondents also shared concerns about staying in Centretown for this year's events for reasons such as issues of crowd control, potential heckling or harassment from people of the general public, and difficulty interacting with people in the Centretown location. In comparison to those who support the Centretown location, respondents who do not shared a feeling that Centretown no longer felt like Ottawa's Gay Village and did not have the community feel they wanted anymore.



Feedback about other locations not proposed

There were also respondents who proposed other locations as alternatives to Centretown or Lansdowne. The main points articulated by those sharing ideas for other options for venues were places with greenspace or hosting events in a variety of locations to be accessible to more people. Respondents also shared interest in a hybrid model that would use event space in Centretown as well as Lansdowne to have a more spaced out event, while still supporting the Centretown businesses.

2022 CAPITAL PRIDE LOCATION: OPTION 2 EXPANDED CENTRETOWN

Capital Pride has made the decision to proceed with the Expanded Centretown location [option 2] for the 2022 Capital Pride Festival. Community remains a priority for Capital Pride. Based on survey feedback, community conversations and internal discussions it is clear that the connection to Centretown continues to be important for the community.

While there is excitement for a proposed move to Lansdowne this is not the right time to continue those discussions although Capital Pride will consider Lansdowne Park for other events and programming during the Festival and throughout the year.

At this time our team is still finalizing logistical aspects of the summer festival such as the parade route and event spaces. More information about the 2022 Festival will be provided in June.

WHAT WE WILL BE DOING

This survey marks one step in the ongoing conversations with community members, local community organizations, businesses, and Business Improvement Areas to bring forth the best possible programming for 2SLGBTQ+ communities organized by Capital Pride and our community partners. The following section outlines how we will use the information from the survey to best address the concerns raised by our community.

Family Programming

This year Capital Pride is expanding its Family Pride programming beyond the Pride Picnic to include more programming for youth and families throughout the Festival. Using the feedback from this survey, Capital Pride will be implementing a variety of family programming that will be included in the festival weekend. Capital Pride will work to host more year-round family and youth programming.

Capital Pride has introduced a volunteer team lead for family programming to help organize events, coordinate with community partners and provide onsite support at the family events during Pride week.



BIPOC Programming

Capital Pride will be using the information from the survey to guide our upcoming BIPOC programming. Capital Pride will ensure diverse programming that will feature a variety of artists during our upcoming Festival. Applications are open, and will continue to open for performers and Capital Pride will also be doing our own recruitment of artists to ensure that Capital Pride's events reflect a variety of artists and perspectives.

Capital Pride will also provide call outs to different community groups to connect with artists and ensure representation and opportunities for applications from a variety of artists. Capital Pride will reintroduce its Community Project Fund in 2022. It will enable community groups and individuals to present events during the Festival to showcase programming for different communities and focuses.

Beyond the Festival, consultations with community groups will continue to better understand and assess the needs of different groups when it comes to ensuring diverse representation in Capital Pride's programming. These consultations will help to guide the ways that Capital Pride supports BIPOC communities through our programming and community engagement to ensure we are connecting to our community in positive and meaningful ways. Capital Pride also welcomes input and interest from the community in best practices when building BIPOC programming for the 2022 festival.

Accessibility

Capital Pride will continue to work to create more accessible spaces in a variety of ways. We will continue to ensure seating areas will be provided in the parade and main stage for those with mobility restrictions.

Capital Pride will also endeavor to continue to provide ASL and LSQ interpretation at events with speakers (for example, the Flag Raising and Speakers' Series).

Volunteers will receive training on accessibility and accommodations available at the Festival.

Capital Pride will also use the information from the survey to help create events that are sensory friendly and are representative of the many communities we serve in the National Capital region and beyond.

Other Feedback and Ideas

As in previous years, Capital Pride endeavors to make our events as accessible as possible with the majority of the events being free.

When it comes to availability of activities in different areas of the city, Capital Pride is working on multiple projects for the

spring and summer that will take place in a variety of locations that will be more accessible for community members to attend.

Community

Connecting to the community continues to be a pillar of our work. This year we will be continuing our focus on community through a variety of projects.

The Community Project Fund will provide funding for community groups to produce their own events during the Capital Pride Festival.

We will highlight the importance of community organizations and community leaders through the following projects:

- The Spotlight Series blog was launched this year and will highlight different community organizations and their work.
- Capital Pride will be producing a video series to continue highlighting and uplifting community leaders and the work that they are doing for the community.
- The honoured positions awards programs are back for the 2022 festival and nominations for the Grand Marshal, Youth Marshal and the Honoured Group positions will give space and recognition to individuals and groups in the National Capital Region's 2SLGBTQ+ communities.
- The community fair will also provide a space for local businesses and organizations to set up booths, share information, network, and sell their products.



Capital Pride will continue to have consultations with community partners and organizations on their participation in the street festival, pride parade and other opportunities for the 2022 Festival. We will also work with local businesses in the Festival footprint who are interested in getting involved by hosting extended patios or in other ways.

APPENDIX 1: COMMUNITY CONSULTATION SURVEY QUESTIONS



Capital Pride seeks to create opportunities to celebrate, advocate, educate and connect people, respecting the full diversity of the 2SLGBTQ+ community residing on the unceded Algonquin territories (National Capital Region). Our Board of Directors is committed to reflecting the views of communities that we serve.

Planning is underway for our 2022 Capital Pride Festival. We are looking for feedback and ideas from the community as we set our sights on hosting our largest festival.

Introduction

1. Age Group

- 18 or under
- 19 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60+

2. Where do you live?

- Ottawa
- Gatineau
- Within a 5-hour drive (roughly between the Greater Toronto Area and Quebec City and between Ottawa and Sudbury)
- Canada
- Outside the Country

3. Language

- English
- French
- Bilingual (English and French)
- Other

4. Have you attended Capital Pride's in-person summer festival programming before?

- Yes
- No
- Unsure

Family Self Identification

5. Do you care for children under the age of 18?

- Yes
- No
- Other

Family Programming Questions

6. Do you want to answer 2 additional questions about family programming?

- Yes
- No



7. Have you attended previous Family Picnics (last held in 2019)?

- Yes
- No

8. The Capital Pride Festival includes programming that is appropriate and inclusive for families.

Rate from 1 (strongly disagree) to 5 (strongly agree)

9. There should be more programming for families.

Rate from 1 (strongly disagree) to 5 (strongly agree)

10. Do you have any ideas or suggestions for events that could be incorporated into the Capital Pride Festival?

BIPOC Self Identification

11. Are you part of Black, Indigenous, and/or People of Colour (BIPOC) communities?

- Yes
- No

BIPOC 2SLGBTQ+ Community Questions

12. Do you want to answer 2 additional questions about programming for the BIPOC community?

- Yes
- No

13. The Capital Pride Festival includes programming that reflects issues that are important to you and your community.

Rate from 1 (strongly disagree) to 5 (strongly agree)

14. The Capital Pride Festival includes artists and performers who reflect your community.

Rate from 1 (strongly disagree) to 5 (strongly agree)

15. There should be more programming focused on BIPOC communities.

Rate from 1 (strongly disagree) to 5 (strongly agree)

16. Do you have any ideas or suggestions for events that could be incorporated into the Capital Pride Festival?

Programming and Events

You may choose to answer all of the following questions or leave any blank. Please feel free to be as specific as you would like.



17. What are your favourite parts of the Capital Pride Festival?

18. What events or programming do you think are missing from the Capital Pride Festival?

19. Are there any challenges that impact your ability to participate in the Capital Pride Festival which you think we should address in the future?

20. Each year we announce a theme for the summer Festival. Previous themes include: commUNITY, In the Spotlight, Wherever we Are, and We Still Demand. What kind of topics or ideas would you like to see incorporated into this year's festival theme?

21. What steps could Capital Pride take to make events more accessible for you?

22. Any further comments on Capital Pride events?

Proposed Changes

23. Rate Option 1: Current Set-Up on a scale of 1 to 5

Rate from 1 (strongly disagree) to 5 (strongly agree)

24. Rate Option 2: Enlarged Festival within Centretown on a scale of 1 to 5

Rate from 1 (strongly disagree) to 5 (strongly agree)

25. Rate Option 3: Lansdowne Park on a scale of 1 to 5

Rate from 1 (strongly disagree) to 5 (strongly agree)

26. Please Rank Each Option: First choice (favourite) to third choice (least favourite)

	First	Second	Third
Option 1: Current Set-up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Option 2: Enlarged Festival within Centretown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Option 3: Lansdowne Park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. Please share any feedback on these proposals. To help us, please identify which option you are referring to (if applicable).

Conclusion

28. Is there anything more you want Capital Pride to know?

29. Would you be open to Capital Pride contacting you to follow up on your responses? If so, please provide your email address below.