

# Canada Day 2025 Review

What We Heard Report 2025



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## What We Heard Report

October 2025

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## 1. Introduction

In December 2024, [City Council directed staff to seek public input](#) on the future of Canada Day. Past events received mixed feedback, including concerns about accessibility, programming, and the meaning of Canada Day itself, particularly for Indigenous and racialized communities. At the same time, we've also heard a desire for inclusive, large-scale community celebrations that bring people together through both formal and informal feedback methods.

Following the Canada Day event in 2025, the City engaged with the public to understand what worked well, what could be improved, whether the City should continue hosting Canada Day events, and what the City could change to encourage the community to come to Canada Day events in the future.

Please visit the [Be Heard New West Project page](#) for more information.

The purpose of this summary report is to share with City Council, engagement participants, and the New Westminster community the results of Round 1 engagement: Canada Day 2025 Review.



Figure 1: Children participating in an activity on the bandshell stage.

## 2. Engagement Process

Community engagement to gather feedback on the City's 2025 Canada Day event ran from July 2 through July 15, 2025 with an online survey on [Be Heard New West](#). 235 individuals shared their input through the online survey.

### Opportunities to engage:

- **Be Heard New West project webpage**
  - Launched July 2, 2024
  - 666 unique visitors (individuals) as of July 15, 2025
- **Online survey**
  - July 2, 2025 through July 15, 2025
  - 235 responses

The opportunities to engage were communicated through the following methods:

- Email notification to various City email databases:
  - Be Heard New West subscribers
  - Citypage newsletter subscribers
- Social media posts (Facebook, Instagram)

*Important Note: this summary of engagement input does not reflect a representative sample of the New Westminster community. The input captured here reflects the views of those who self-selected to participate, and may not be representative of the views of other community members and interest groups. Please see section four – About Be Heard Participants, starting on Page 26 – for some demographic information and representation analysis about people who participated in the online engagement activities.*



Figure 2: Family posing for a photo at Canada Day 2025 Celebrations.

### 3. What We Heard

#### Engagement on Be Heard: Online survey

An online survey was available on Be Heard New West from July 2 to July 15, 2025. A total of 235 people completed the survey. Questions in the survey focused on participant experience at the 2025 Canada Day event, as well as what would make the event more appealing in the future.

Details from each section of the survey are shared below along with a summary of the results from each question.

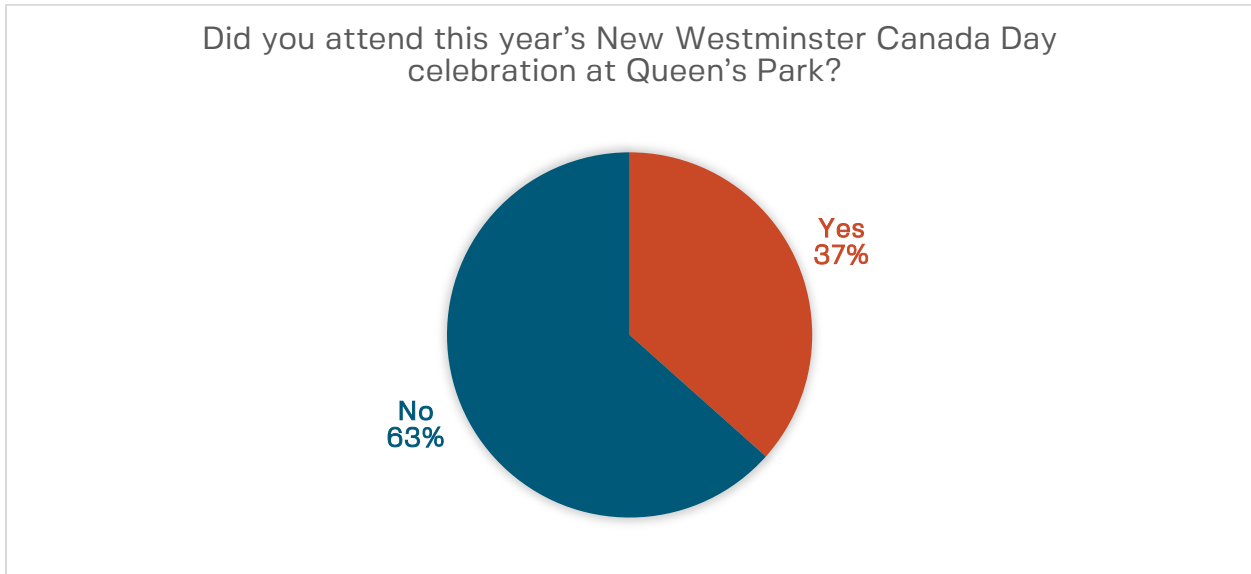
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#### Part 1: Canada Day 2025

This year's City of New Westminster Canada Day event was held at Queen's Park, a different location for the celebration than the last year. We made several changes based on previous years' feedback:

- Expanded space and shaded areas
- A more diverse lineup of entertainment and activities
- Improved accessibility and seating
- More food options and washrooms

1. Did you attend this year’s New Westminster Canada Day celebration at Queen’s Park?

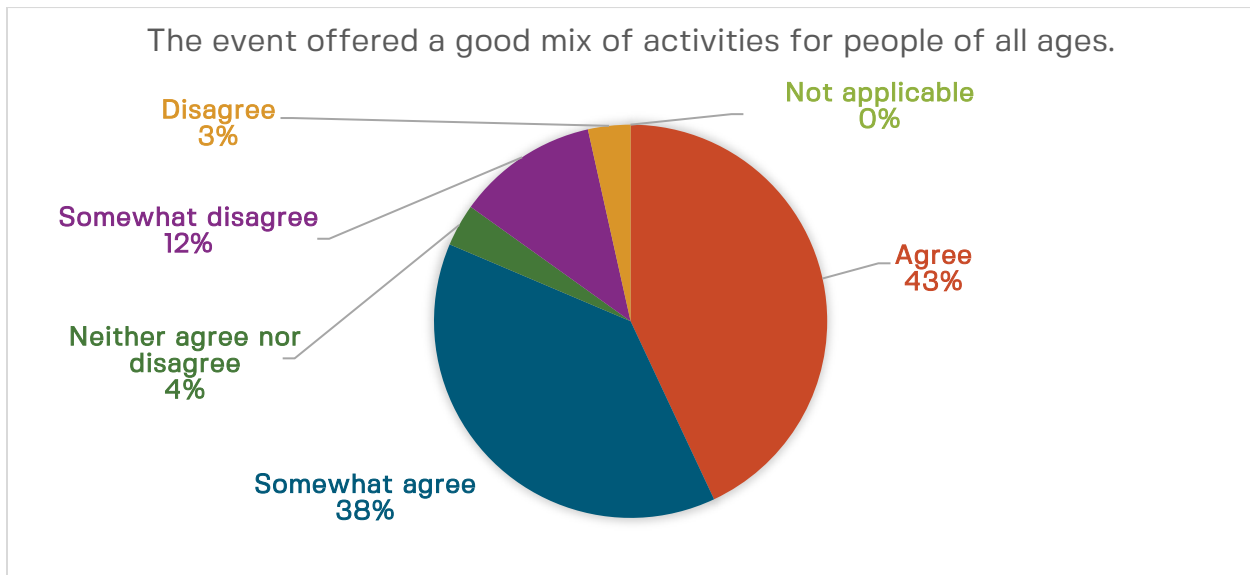


Choice	Percentage	Count
Total responses: 235		
Yes	37%	86
No	63%	149

*Those who answered “Yes” were shown questions 2 through 5. Those who answered “No” were shown questions 6 and 7.*

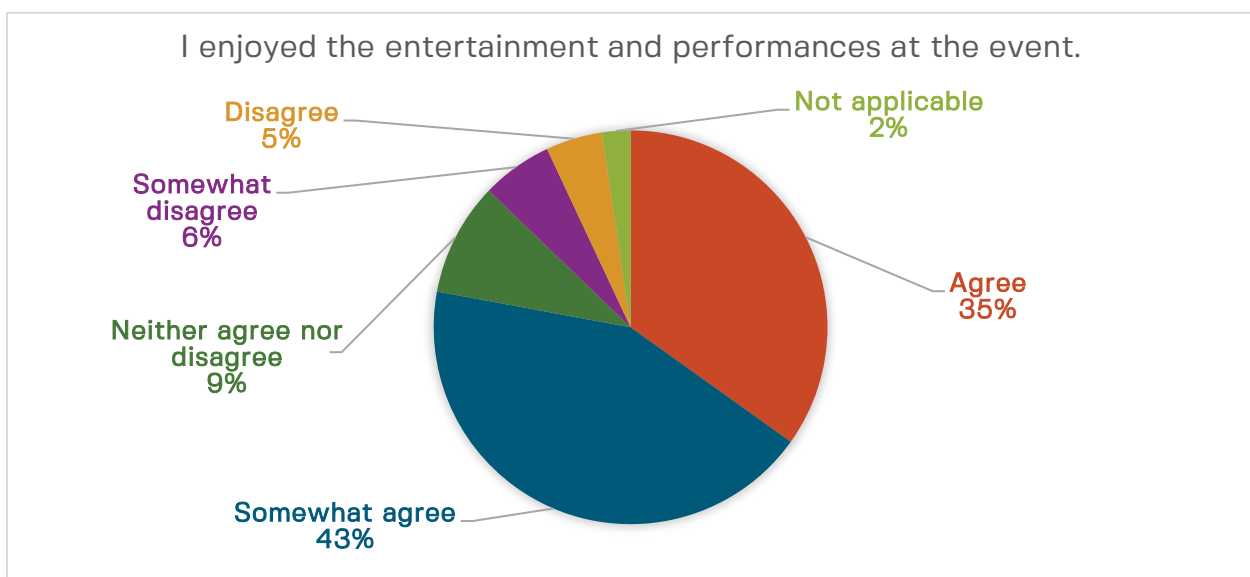
2. Please tell us your level of agreement with the following statements describing this years’ celebrations.

- a. The event offered a good mix of activities for people of all ages.



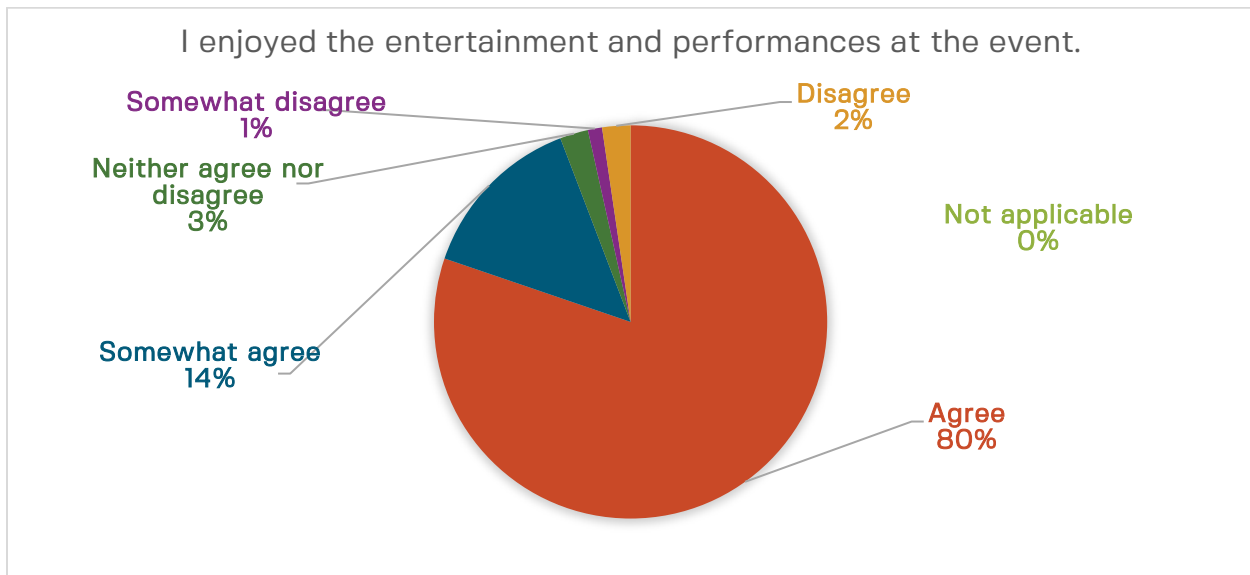
Choice	Percentage	Count
Total responses: 86		
Agree	43%	37
Somewhat agree	38%	33
Neither agree nor disagree	4%	3
Somewhat disagree	12%	10
Disagree	3%	3
Not applicable	0%	0

**b. I enjoyed the entertainment and performances at the event.**



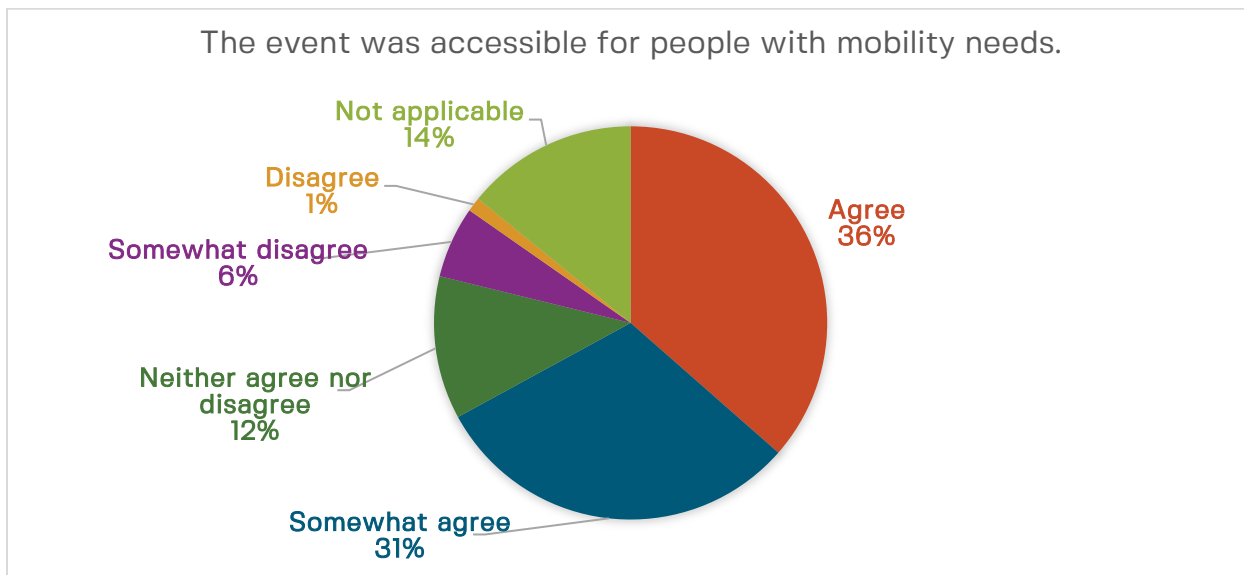
Choice	Percentage	Count
Total responses: 86		
Agree	35%	30
Somewhat agree	43%	37
Neither agree nor disagree	9%	8
Somewhat disagree	6%	5
Disagree	5%	4
Not applicable	2%	2

c. The location was easy for me to get to.



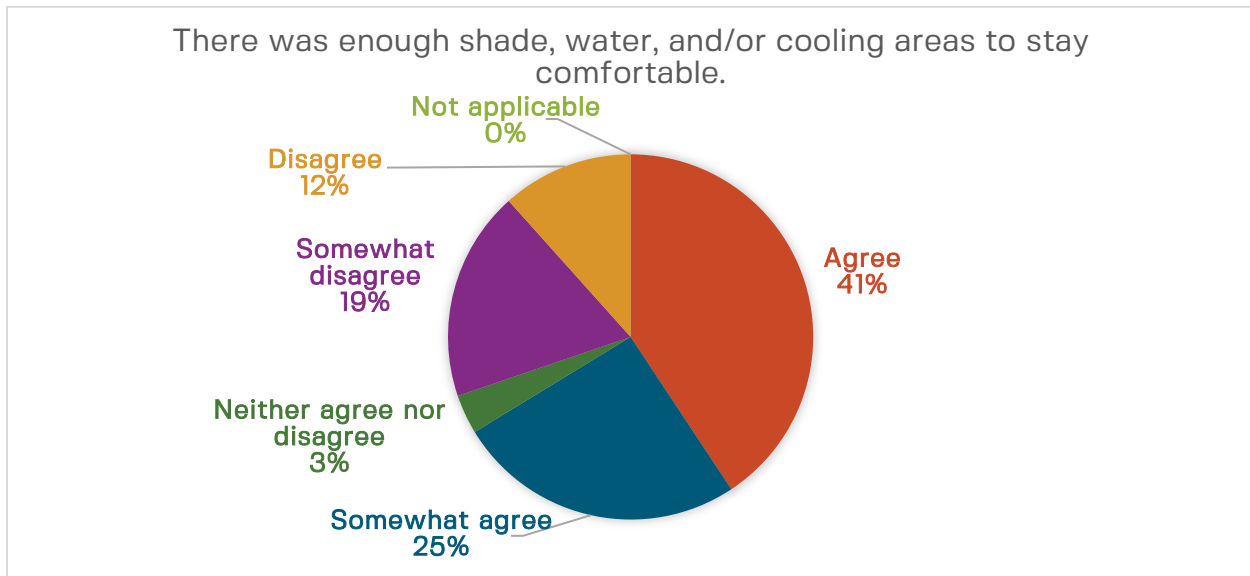
Choice	Percentage	Count
Total responses: 86		
Agree	80%	69
Somewhat agree	14%	12
Neither agree nor disagree	3%	2
Somewhat disagree	1%	1
Disagree	2%	2
Not applicable	0%	0

d. The event was accessible for people with mobility needs.



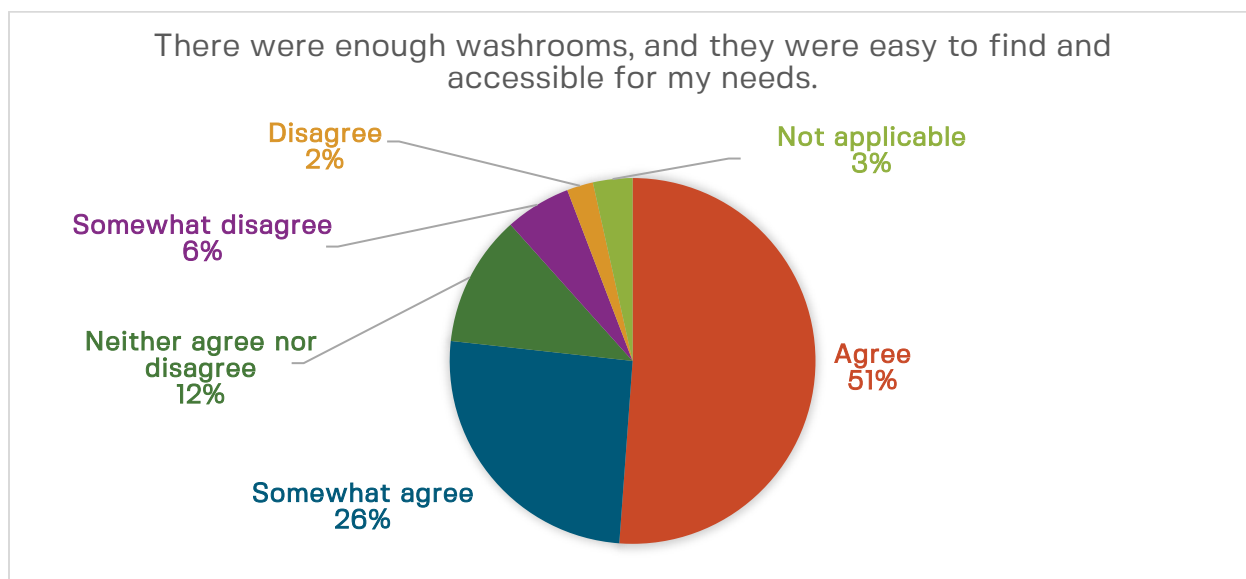
Choice	Percentage	Count
Total responses: 85		
Agree	36%	31
Somewhat agree	31%	26
Neither agree nor disagree	12%	10
Somewhat disagree	6%	5
Disagree	1%	1
Not applicable	14%	12

e. There was enough shade, water, and/or cooling areas to stay comfortable.



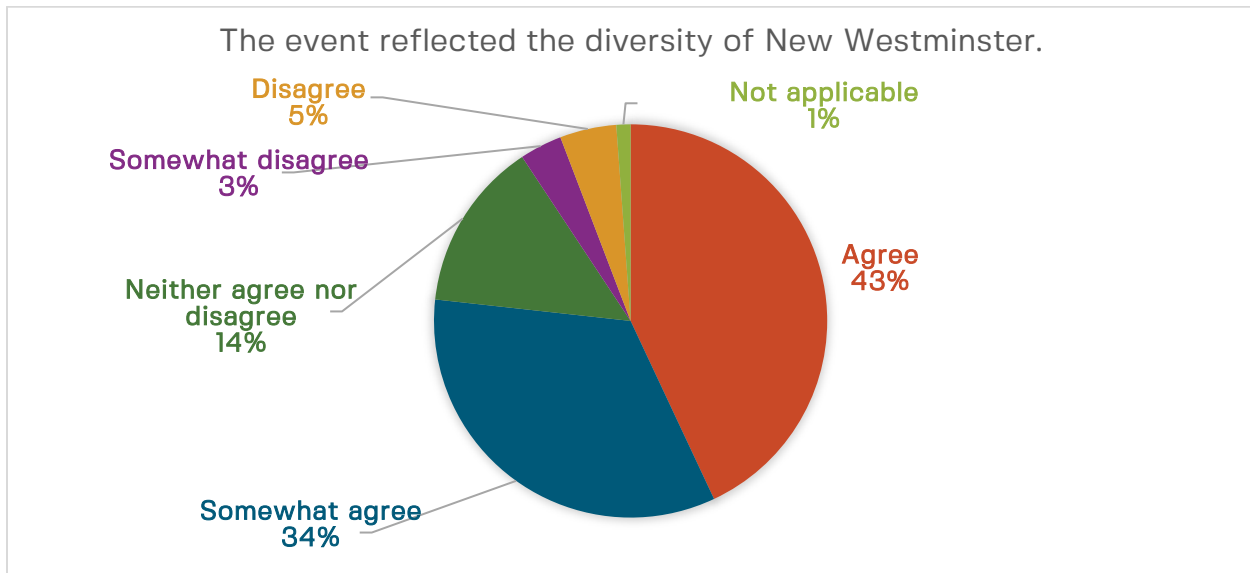
Choice	Percentage	Count
Total responses: 86		
Agree	41%	35
Somewhat agree	25%	22
Neither agree nor disagree	3%	3
Somewhat disagree	19%	16
Disagree	12%	10
Not applicable	0%	0

f. There were enough washrooms, and they were easy to find and accessible for my needs.



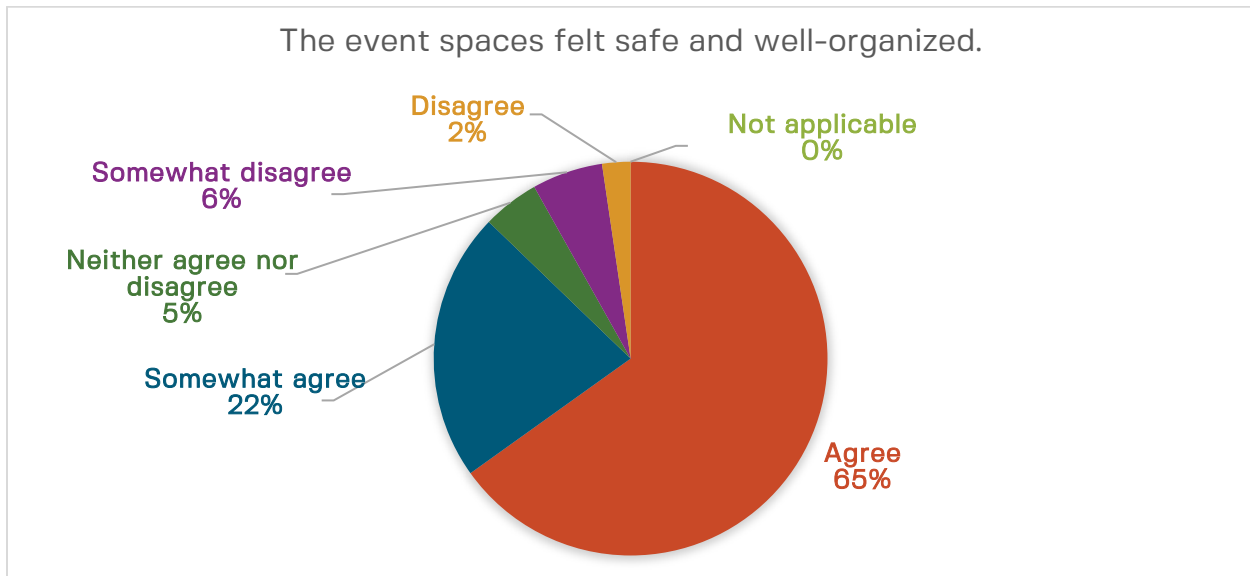
Choice	Percentage	Count
Total responses: 86		
Agree	51%	44
Somewhat agree	26%	22
Neither agree nor disagree	12%	10
Somewhat disagree	6%	5
Disagree	2%	2
Not applicable	3%	3

g. The event reflected the diversity of New Westminster.



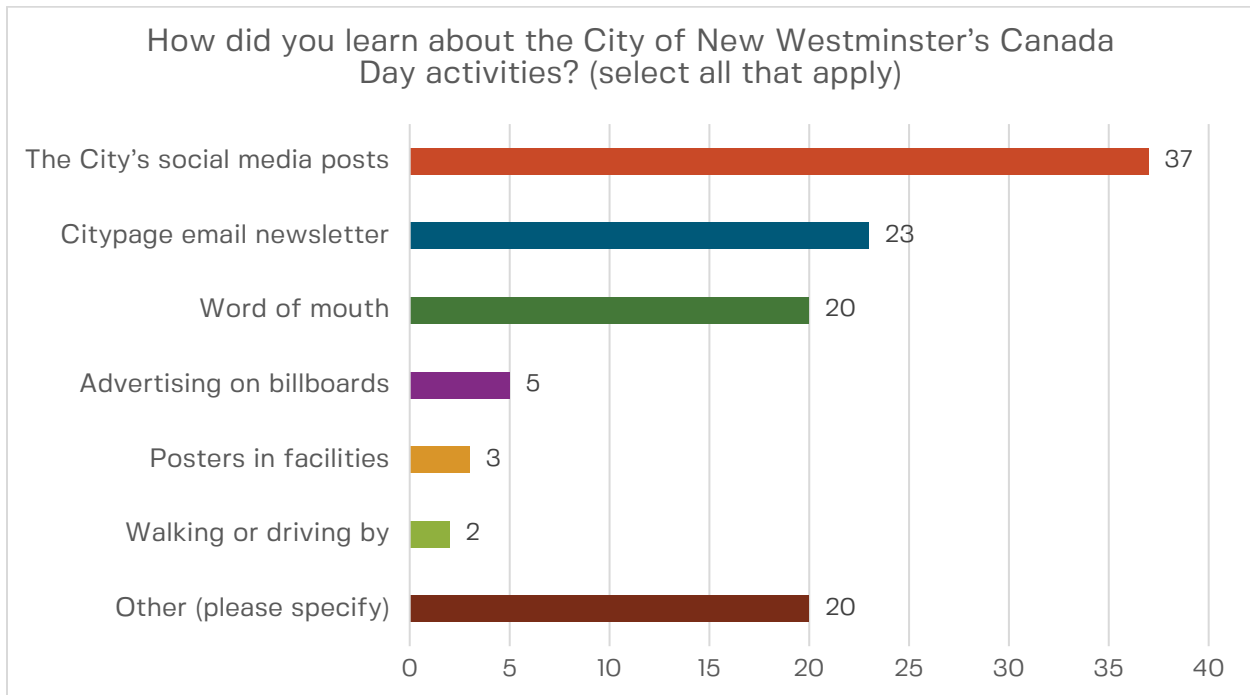
Choice	Percentage	Count
Total responses: 86		
Agree	43%	37
Somewhat agree	34%	29
Neither agree nor disagree	14%	12
Somewhat disagree	3%	3
Disagree	5%	4
Not applicable	1%	1

h. The event spaces felt safe and well-organized.



Choice	Percentage	Count
Total responses: 86		
Agree	65%	56
Somewhat agree	22%	19
Neither agree nor disagree	5%	4
Somewhat disagree	6%	5
Disagree	2%	2
Not applicable	0%	0

3. How did you learn about the City of New Westminster’s Canada Day activities? (select all that apply)



Choice	Percentage	Count
Total responses: 110 from 86 participants		
The City’s social media posts	43%	37
Citypage email newsletter	27%	23
Word of mouth	23%	20
Advertising on billboards	6%	5
Posters in facilities	3%	3
Walking or driving by	2%	2
Other (please specify)	23%	20

A total of 20 comments were provided by those who chose “Other (please specify).” The comments included:

Theme	Count	Example Comments
Internet searching	7	<ul style="list-style-type: none"> <li>• “Google search for Canada Day activities in New West”</li> <li>• “Web search of local Canada Day events”</li> <li>• “Google.”</li> </ul>

Articles and newsletters	5	<ul style="list-style-type: none"> <li>• “News article on activities for Canada”</li> <li>• “New West Spotlight newsletter”</li> <li>• “Online articles about where to find Canada Day events in Metro Vancouver”</li> </ul>
City website	4	<ul style="list-style-type: none"> <li>• “city event calendar”</li> <li>• “City website”</li> <li>• “I went to the city website to seek information about the festivities.”</li> </ul>
Others	4	<ul style="list-style-type: none"> <li>• “Condo digital billboard”</li> <li>• “[A] Councillor[‘s] ... social media”</li> <li>• “Invitation from an NDP volunteer friend.”</li> </ul>

#### 4. OPTIONAL: Are there any other aspects of this year’s event that you felt were done well or could use improvement?

A total of 69 participants provided a response to this question. Below are the key themes and examples of responses provided. In some cases, one person’s response may have included multiple themes. Themes with five or more mentions are listed below.

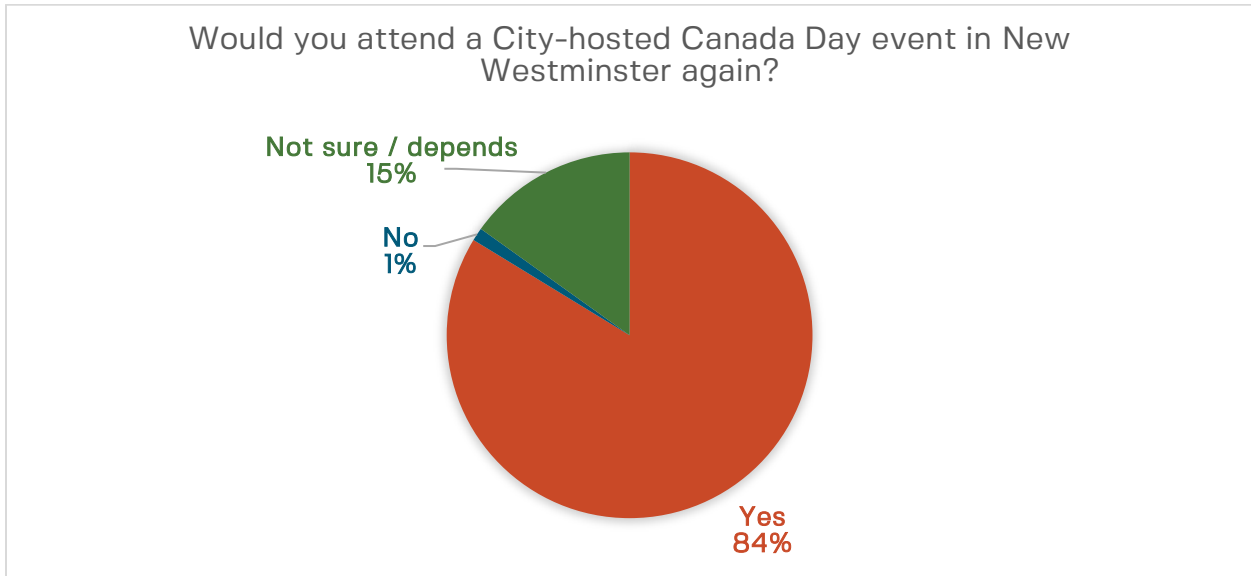
Theme	Count	Example Comments
<b>Positive feedback</b>		
Performances and activities	15	<ul style="list-style-type: none"> <li>• “Loved the free gymnastics!”</li> <li>• “Great children's activities”</li> <li>• “The entertainment on the main stage was great. Loved the headlining band. Queen meets Supertramp meets the Sheepdogs! Loved them!”</li> <li>• “I loved the beer garden and the mini golf!!”</li> <li>• “We enjoyed having the free gymnastics for the kids as well as kids activities set up on the grass beside the beer garden. The kids also loved the rock climbing wall and Kona Ice truck.”</li> </ul>
Location and use of space	12	<ul style="list-style-type: none"> <li>• “I liked how it was spread out over multiple sections of the park.”</li> <li>• “I thought it was a good idea to utilize the whole park, i.e., having entertainment at the bandshell as well as the larger stage area.”</li> </ul>

		<ul style="list-style-type: none"> <li>• “I loved that the event was held in Queens Park. I love the playground and the spray park.”</li> <li>• “Overall a great event - I was happy to see many people enjoying queens park.”</li> <li>• “Great idea to only use the bandshell near the playground, otherwise things would probably get too crowded.”</li> </ul>
Access to toilets	5	<ul style="list-style-type: none"> <li>• “Good access to bathrooms”</li> <li>• “The concession stands and washrooms were a lifesaver.”</li> <li>• “The availability and cleanliness of washrooms is great - accessible, too!”</li> </ul>
Others	11	<ul style="list-style-type: none"> <li>• “Bike valet was super useful.”</li> <li>• “Great to have local entertainment.”</li> <li>• “I appreciate the effort to bring the community together, and it was great to see local involvement through the brewery, pet station, and information booths.”</li> <li>• “Band shell venue was shady and had plenty of benches to watch the activities.”</li> </ul>
<b>Suggestions for improvement</b>		
More food options	24	<ul style="list-style-type: none"> <li>• “I would like to see more ... food trucks.”</li> <li>• “Have more local ethnic food options, not food trucks.”</li> <li>• “More food trucks were needed and have them spread out so some are closer to the water park/playground, etc.”</li> <li>• “A few more food trucks were needed - by the time I was ready for dinner, lines were long waits and since lower # of food trucks they were very popular and running out of food.”</li> <li>• “There were too few food options. The options were not healthy enough to support the length of the event over lunch and dinner hours.”</li> </ul>
More, and a greater variety of activities and performances	20	<ul style="list-style-type: none"> <li>• “Include more multicultural entertainment. Include some hands on craft opportunities.”</li> <li>• “Less acts but perhaps 1 or 2 known headliners would have been great.”</li> <li>• “More variety of activities that connects neighbours. Quiet / more relaxing / low energy/volume areas &amp; activities.”</li> </ul>

		<ul style="list-style-type: none"> <li>• “Does the entertainment always have to be just bands? How about some street performers? Magicians? Clowns? Superdogs? Comedians? Drag Queens? What if you had a pancake breakfast?”</li> <li>• “More adult-focused activities: The event felt a bit limited for adults. It would have been nice to see some interactive elements like lawn games, cultural performances, or workshops geared toward an older crowd.”</li> </ul>
<p>More shade, misting stations, and resting areas</p>	<p>18</p>	<ul style="list-style-type: none"> <li>• “Could've used more shade in front of main stage...”</li> <li>• “I registered for the cycle sampler but couldn't do it as was in full Sun and it was so hot!”</li> <li>• “main field area could use more shade/cooling spots...”</li> <li>• “Misting stations for adults. More shaded areas in stadium as people were on the sidelines and could not get up close due to extreme heat and sun. I noticed that there were not enough chairs and shaded areas in beer garden or for the cycling.”</li> <li>• “We eventually trekked through the rose garden ... and made it to the field ... but no shade, to sit - except under the trees on the ‘hill’. The performer that about three people sitting in the sun in the middle of the empty field.”</li> </ul>
<p>Better signage and maps</p>	<p>14</p>	<ul style="list-style-type: none"> <li>• “Better signage or maps provided online in advance would have helped to know where all the events in the park were located.”</li> <li>• “I also wish ... there were more signs directing people to the different activities.”</li> <li>• “Signage seemed poor overall. We did not know about the activities in the stadium area until late in the day when I used that washroom.”</li> <li>• “Map or something so a person knew where things were.”</li> <li>• “There could have been sign postings or pamphlets describing where each of the activities were hosted.”</li> </ul>
<p>Better Space planning</p>	<p>12</p>	<ul style="list-style-type: none"> <li>• “Although it was nice to use the park and arena and soccer field etc it felt a bit too spread out.”</li> <li>• “Bigger beer garden with more shade.”</li> <li>• “The space also felt vastly underused (ie park feeling a bit empty).”</li> </ul>

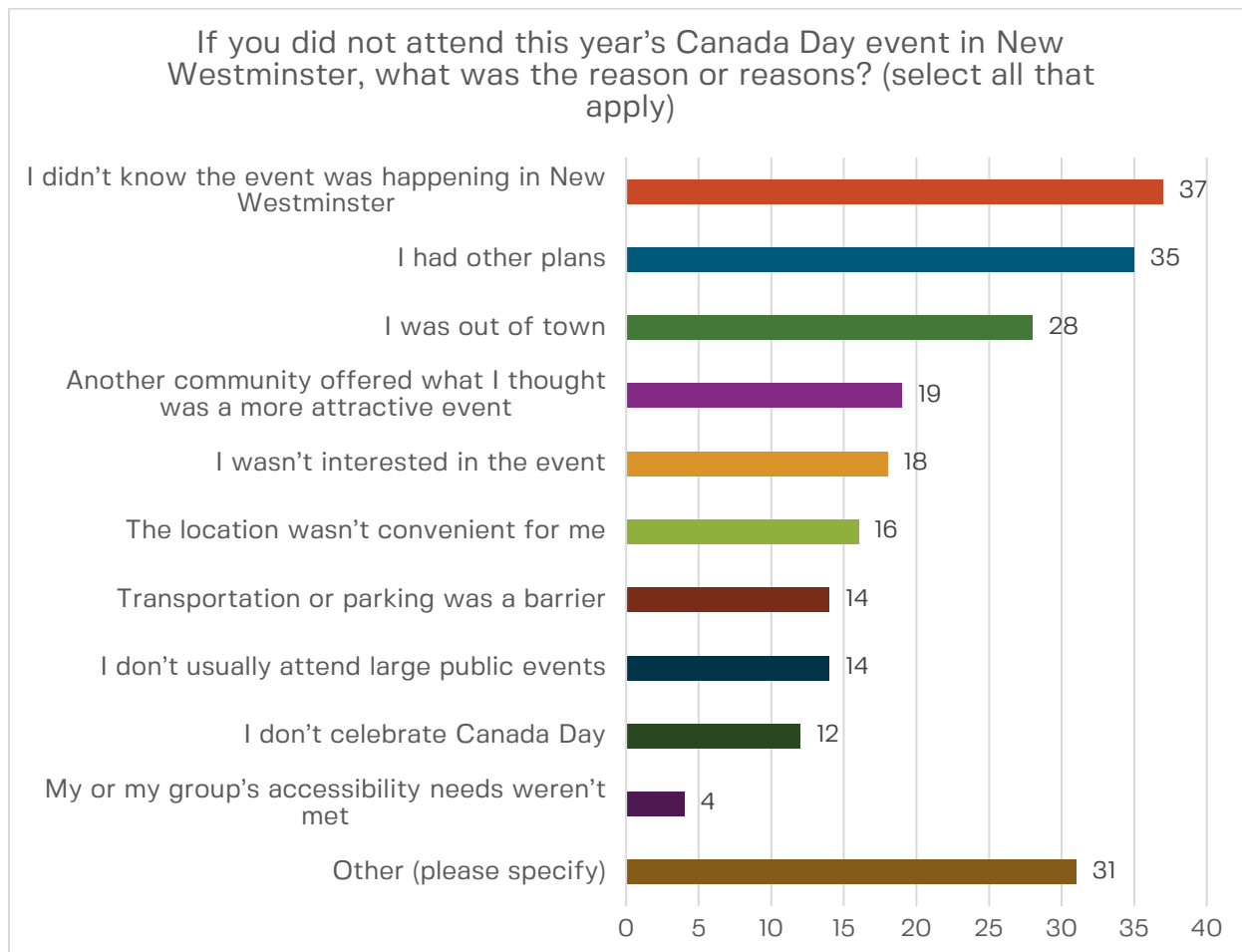
		<ul style="list-style-type: none"> <li>• “it was bit confusing having two areas for activities.”</li> <li>• “A better viewing/sitting area for the stage on the field would have been nice.”</li> </ul>
Collaboration with local communities and businesses	8	<ul style="list-style-type: none"> <li>• “Elementary and high school student artwork and projects with a Canada Day theme could be displayed.”</li> <li>• “More food vendors and local business participation.”</li> <li>• “The City could have one neighbourhood leader from each Residents Association to help be more inclusive of all residents.”</li> </ul>
More Advertisement for the event	5	<ul style="list-style-type: none"> <li>• “I would also recommend better communication and notification around the location change.”</li> <li>• “More advertising earlier on”</li> <li>• “I thought the main band could have been advertised more...”</li> </ul>
Others	6	<ul style="list-style-type: none"> <li>• “... expected that things would be open a little longer.”</li> <li>• “It would have been nice to see the MLAs etc just walking around enjoying it but still be open for dialogue.”</li> <li>• “The level of enthusiasm -- across the board, from planning -to hype-to attendees -- was weak.”</li> </ul>
Other general feedback		
Others	5	<ul style="list-style-type: none"> <li>• “Let's not shy away from celebrating the place where we live and love to call home!”</li> <li>• “Was a great first year. Think it'll grow in popularity in subsequent years.”</li> <li>• “The question by the city to possibly ignore future Canada Day celebrations would be disrespectful for so many people who have built Canada for all kinds of people, most of whom keep improving our lives over the years.”</li> </ul>

5. Would you attend a City-hosted Canada Day event in New Westminster again?



Choice	Percentage	Count
Total responses: 86		
Yes	84%	72
No	1%	1
Not sure / depends	15%	13

6. If you did not attend this year’s Canada Day event in New Westminister, what was the reason or reasons? (select all that apply)



Choice	Percentage	Count
<b>Total responses: 228 from 149 participants</b>		
I didn't know the event was happening in New Westminister	25%	37
I had other plans	23%	35
I was out of town	19%	28
Another community offered what I thought was a more attractive event	13%	19
I wasn't interested in the event	12%	18
The location wasn't convenient for me	11%	16
Transportation or parking was a barrier	9%	14
I don't usually attend large public events	9%	14
I don't celebrate Canada Day	8%	12

My or my group's accessibility needs weren't met	3%	4
Other (please specify)	21%	31

A total of 31 comments were provided by those who chose "Other (please specify)." The comments included:

Theme	Count	Example Comments
The activities and programs did not appeal to me	9	<ul style="list-style-type: none"> <li>• "It seemed too oriented towards kids and families"</li> <li>• "No fireworks"</li> <li>• "I am conflicted when it comes to Canada Day. I am proud to be a Canadian but not proud of our colonial legacy."</li> </ul>
I had other plans	7	<ul style="list-style-type: none"> <li>• "had to work"</li> <li>• "I had already made a commitment to volunteer at Burnaby Village Museum"</li> <li>• "We often enjoy Queen's Park and we wanted to try something different (Stanley Park)."</li> </ul>
Lack of effective advertisement	5	<ul style="list-style-type: none"> <li>• "Found out too late in the day."</li> <li>• "I celebrated at the Pier Park because I thought the event was being held there."</li> <li>• "I didn't hear too much about it (hard to find out what's going on without a local news outlet anymore!)"</li> </ul>
Others	15	<ul style="list-style-type: none"> <li>• "Was planning on catching a bus up the hill to the event but the community shuttle on that route was full and drove past my bus stop..."</li> <li>• "It would be great to have something happening in the morning as well a shuttle for people with mobility issue!"</li> <li>• "It was too hot in the afternoon!"</li> <li>• "I'm not anti-Canada Day, but I don't really celebrate it."</li> <li>• "I only want to attend Indigenous led anti-colonial events on Canada Day."</li> </ul>

## 7. OPTIONAL: Is there anything the City could have done differently to encourage you to attend this year's Canada Day event?

A total of 112 participants provided a response to this question. Below are the key themes and examples of responses provided. In some cases, one person's response may have included multiple themes. Themes with five or more mentions are listed below.

Theme	Count	Example Comments
More advertising	30	<ul style="list-style-type: none"> <li>• "Better advertising"</li> <li>• "I only learned about the Canada Day plans the day before via the social media postings"</li> <li>• "More publicity before the event - not just online."</li> <li>• "Some form of advertising, including language that it was a community celebration inclusive of indigenous members and not overly pro-Canada."</li> <li>• "I would suggest that the overall marketing plan be reviewed."</li> </ul>
Offer a fireworks display	21	<ul style="list-style-type: none"> <li>• "Bring back the fireworks."</li> <li>• "Fireworks would have been great!!"</li> <li>• "I want to attend either a fireworks show or a drone show."</li> <li>• "Please consider noiseless fireworks like they have in Europe"</li> <li>• "Would love to see a drone show. Of mixed minds about fireworks. I like them, but animals are petrified of them, including our rescue dog."</li> </ul>
Consider other, or multiple event location	17	<ul style="list-style-type: none"> <li>• "have more than 1 location to spread out the people"</li> <li>• "Move it back to Pier Park."</li> <li>• "Is there anywhere in Q-boro large enough to host? That would be something!"</li> <li>• "Have it back at the Quay."</li> <li>• "Multiple, smaller celebrations."</li> </ul>
More representation from diverse and Indigenous communities	11	<ul style="list-style-type: none"> <li>• "Ensure events covers all sides of society, including kids, adults, youth, elderlies, engaging in true Canadian values and traditions."</li> <li>• "Focus less on the colonial aspects."</li> <li>• "Focus on learning about and supporting local Indigenous groups, and working to reconcile the great loss that they experienced (that is represented by Canada day)."</li> <li>• "Maybe more multicultural activities aimed at adults?"</li> </ul>

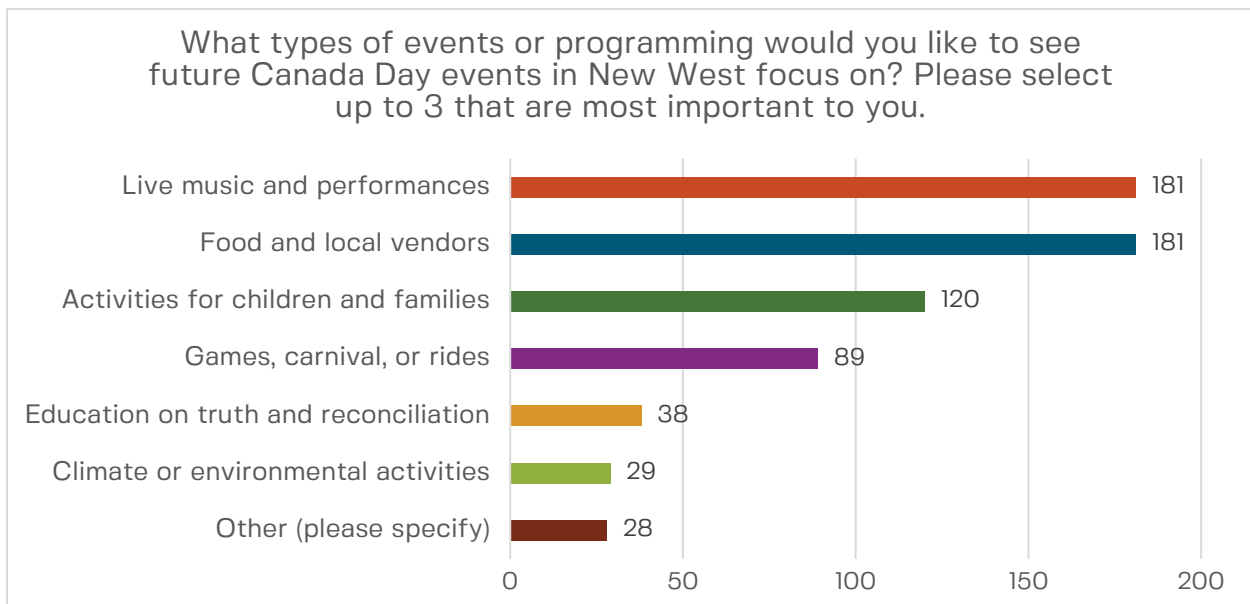
		<ul style="list-style-type: none"> <li>• “Lead all future “Canada Day” events by local First Nations and Indigenous advocates.”</li> </ul>
Offer different types of activities and programs	9	<ul style="list-style-type: none"> <li>• “All my 55+ friends would love some music and fun in the morning with plenty [of] seating available as well as transportation”</li> <li>• “A larger marketplace with diverse community booths and local artisans.”</li> <li>• “Offer more compelling attractions/ performers.”</li> </ul>
Improve event accessibility	8	<ul style="list-style-type: none"> <li>• “Please focus on family events have adequate local transportation from park to sixth or eighth Street buses.”</li> <li>• “I require handicapped parking and there is just not enough spots for such a big day.”</li> <li>• “Make all activities accessible to mobility aid users, not just wheelchair users but also users of canes, walkers, and other mobility aids. Offer sensory-friendly hours and consider accessibility for people with neurodevelopmental disabilities like autism.”</li> </ul>
More focus on Canadian heritage and culture	7	<ul style="list-style-type: none"> <li>• “Just have a celebration about our great country.”</li> <li>• “The city could have done a much better job of making the event a celebration of Canada and Canadian heritage.”</li> <li>• “On Canada Day we should be exploring what it was about our predecessors that they were able to create such a rare gem of a society.”</li> </ul>
More food options	6	<ul style="list-style-type: none"> <li>• “Have a food focused event.”</li> <li>• “More food options”</li> <li>• “Was there free Canada day cake? Always a tremendous hit.”</li> </ul>
Others	25	<ul style="list-style-type: none"> <li>• “Have the event later in the day”</li> <li>• “I think it’s great the city did this event for families and community members.”</li> <li>• “I support the city hosting the event though”</li> <li>• “I love Queens park and it would be the perfect location to celebrate Canada Day.”</li> <li>• “I was sad to see our local nations were not participating.”</li> </ul>

## Part 2: Future Canada Day Events

8. How important are these values in shaping any future Canada Day events organized by the City of New Westminster? Please rank these in order of importance to you (1 = most important and 6 = least important)

Choice	Average Score (1 = most important)	Overall Rank
Total responses: 235		
Free or low-cost access	2.3	1
Family-friendly fun and entertainment	2.39	2
Inclusivity and cultural diversity	3.52	3
Honouring Indigenous Peoples and histories	3.91	4
Environmental responsibility and climate action	4.1	5
Educational or reflective programming	4.49	6

9. What types of events or programming would you like to see future Canada Day events in New West focus on? Please select up to 3 that are most important to you.



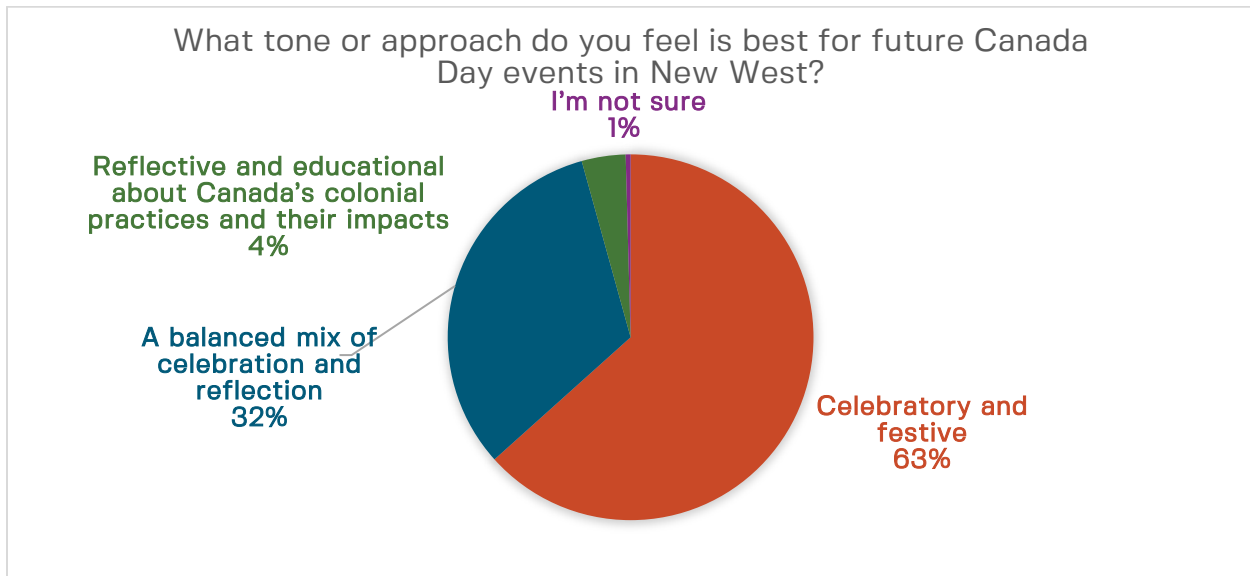
Choice	Percentage	Count
Total responses: 666 responses from 229 participants		
Live music and performances	78%	181

Food and local vendors	78%	181
Activities for children and families	52%	120
Games, carnival, or rides	38%	89
Education on truth and reconciliation	16%	38
Climate or environmental activities	13%	29
Other (please specify)	12%	28

A total of 28 comments were provided by those who chose “Other (please specify).” The comments included:

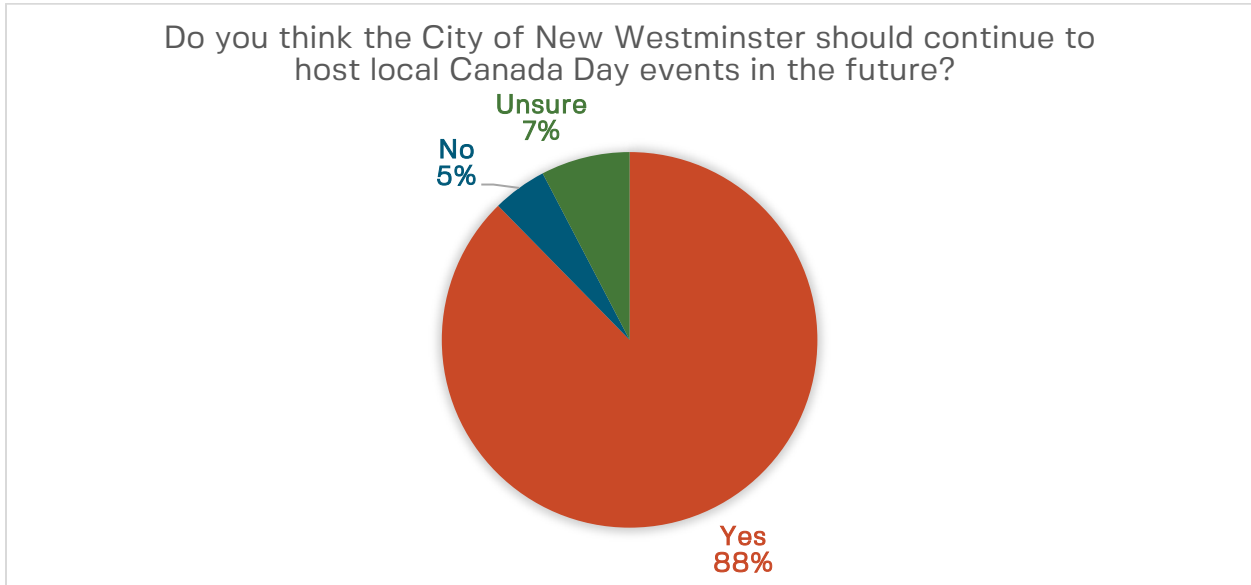
Theme	Count	Example Comments
Fireworks	14	<ul style="list-style-type: none"> <li>• “FIREWORKS”</li> <li>• “Fireworks at the barge.”</li> <li>• “Bring back the fireworks”</li> <li>• “Fireworks or a drone show”</li> <li>• “FIREWORKS PLEASE ON CANADA DAY”</li> </ul>
More representation from diverse and Indigenous communities	5	<ul style="list-style-type: none"> <li>• “Celebration of Canadian values and unity -- perhaps strategies for communication across groups about what they value about Canada..”</li> <li>• “Sharing Indigenous culture.”</li> <li>• “The diversity of NW showcased”</li> </ul>
Other	8	<ul style="list-style-type: none"> <li>• “A show and shine car show. an antique and collectibles sale.”</li> <li>• “actual activities to do as a family/group like exercise training, games, crafts, scavenger hunts”</li> <li>• “Imagine a Canada Day craft fair? Food trucks? Music? That would be fantastic.”</li> </ul>

10. What tone or approach do you feel is best for future Canada Day events in New West?



Choice	Percentage	Count
Total responses: 232		
Celebratory and festive	63%	147
A balanced mix of celebration and reflection	32%	75
Reflective and educational about Canada's colonial practices and their impacts	4%	9
I'm not sure	1%	1

11. The City has a limited budget and available staff time to plan and host events throughout the year. In 2024, the City’s Community Advisory Assembly recommended to Council that a priority for this budget and staff time should be a few large-scale, inclusive events each year that don’t focus on any one specific cultural group or identity. Further community engagement is planned to explore priorities for community events and cultural observances in New West. **Taking this context into consideration, do you think the City of New Westminster should continue to host local Canada Day events in the future?**



Choice	Percentage	Count
Total responses: 235		
Yes	88%	206
No	5%	11
Not sure / depend	7%	18

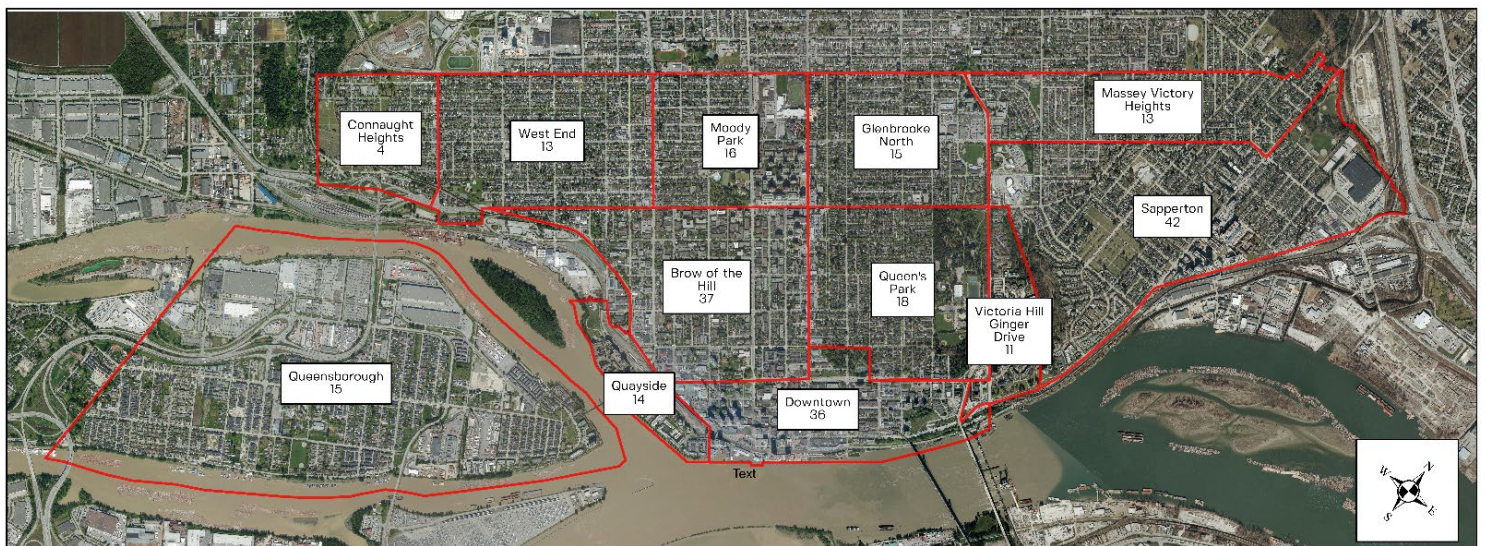
## 4. About Be Heard participants

Be Heard New West users provide demographic information when they register on the site, including postal code, year of birth, connections to New Westminster, and other optional details such as Indigenous identity, if they have a disability, if they were born outside of Canada, and other lived experiences.

### Neighbourhood Representation

Be Heard Participants: (234 participants)

Participants provided a postal code in the following neighbourhoods across New Westminster.

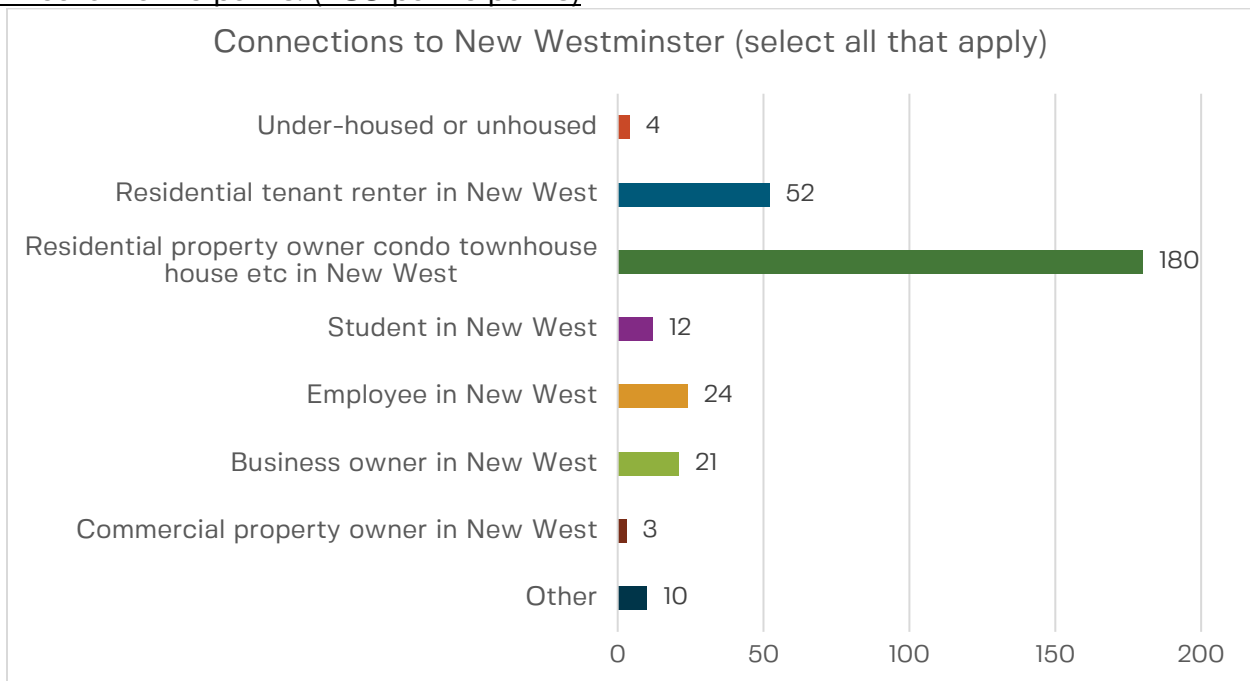


Choice	Percentage	Count
Brow of the Hill	16%	37
Connaught Heights	2%	4
Downtown	15%	36
Glenbrooke North	6%	15
Massey Victory Heights	6%	13
Moody Park	7%	16
Quayside	6%	14
Queen's Park	8%	18
Queensborough	6%	15

Sapperton	18%	42
Victoria Hill Ginger Drive	5%	11
West End	6%	13

Connections to the City (select all that apply)

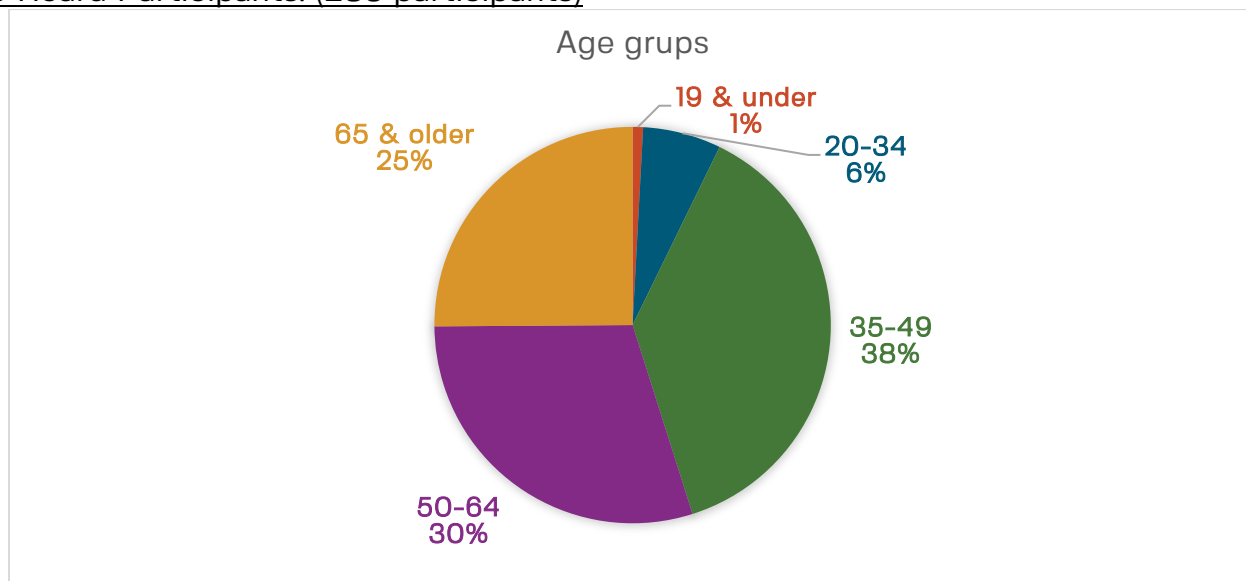
Be Heard Participants: (235 participants)



Choice	Percentage	Count
Under-housed or unhoused	2%	4
Residential tenant	22%	52
Residential property owner	77%	180
Student in New West	5%	12
Employee in New West	10%	24
Business owner in New West	9%	21
Commercial property owner in New West	1%	3
Other	4%	10

Age Groups

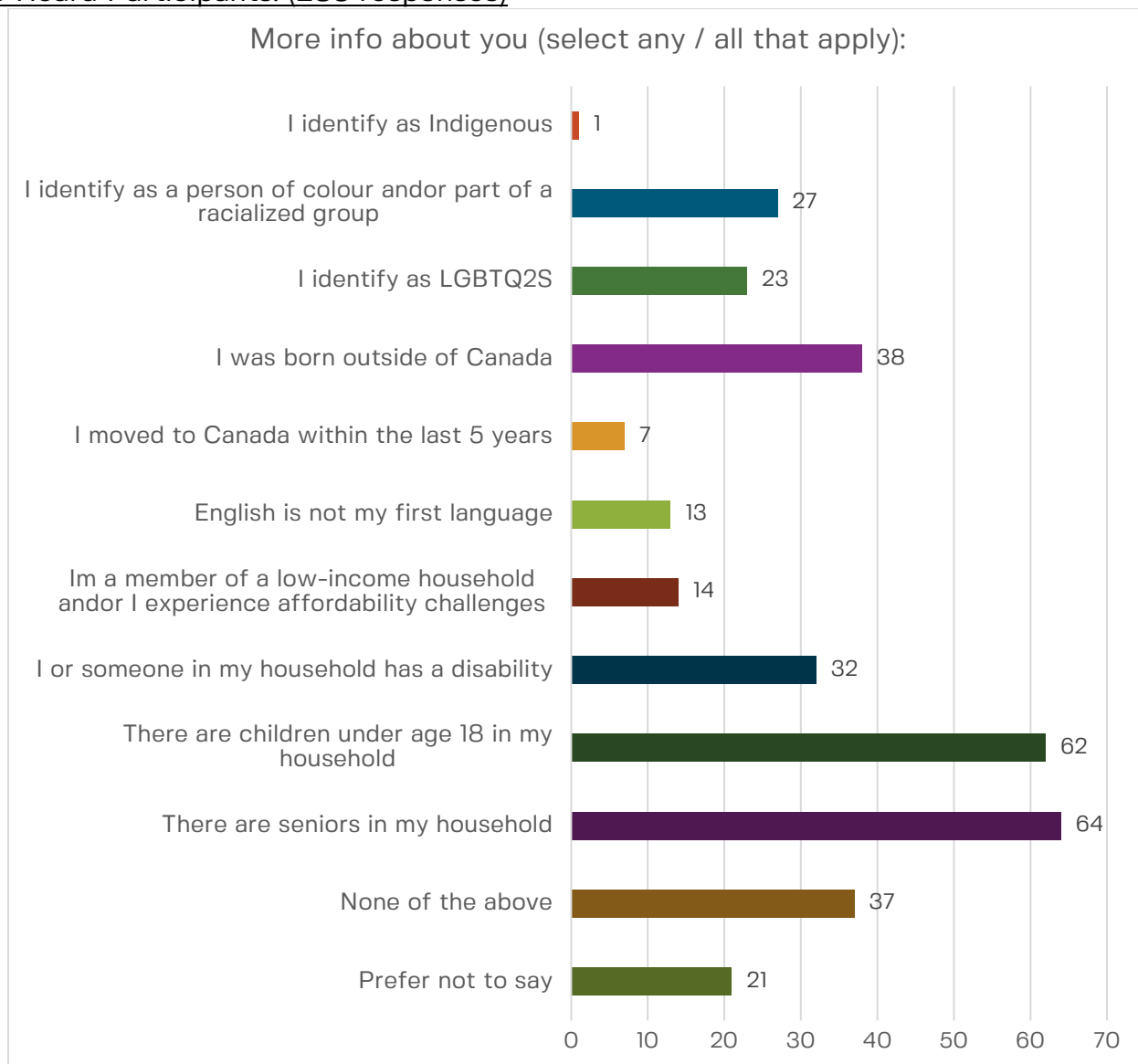
Be Heard Participants: (235 participants)



Age Group	Percentage	Count
19 & under	1%	2
20-34	6%	15
35-49	38%	89
50-64	30%	70
65 & older	25%	59

Additional Demographic Information (select any / all that apply)

Be Heard Participants: (235 responses)



Choice	Percentage	Count
I identify as Indigenous	0%	1
I identify as a person of colour and or part of a racialized group	11%	27
I identify as LGBTQ2S+	10%	23
I was born outside of Canada	16%	38
I moved to Canada within the last 5 years	3%	7
English is not my first language	6%	13
I am a member of a low-income household	6%	14

I or someone in my household has a disability	14%	32
There are children under age 18 in my household	26%	62
There are seniors in my household	27%	64
None of the above	16%	37
Prefer not to say	9%	21

## Demographic Analysis

Demographic analysis has been completed for 235 unique participants who shared input online on Be Heard New West. The characteristics of these participants were compared to the most recent demographic profile of New Westminster residents from the 2021 Census.

As we see in most City of New Westminster engagements, among online participants, residential property owners were highly over-represented (77% of survey participants; 55% of residents according to Census), and tenants were highly under-represented (22% of participants; 45% of residents according to Census). An additional 2% of participants identified as being under-housed or unhoused members of the New West community.

Age ranges 19 or younger and 20-34 were highly under-represented online compared with 2021 Census data. Conversely, the 35-49 year old, 50-64 year old, and the 65+ age group were highly overrepresented among the survey respondents.

In terms of other demographic information provided by online participants, we can compare with Census data on Indigenous, immigrant, new immigrant (arrived within past five years) and visible minority proportions of the New Westminster community. Based on this comparison, immigrants and visible minorities were highly under-represented amongst Be Heard survey participants. Indigenous people and new immigrants were comparable to the 2021 Census representation. Parents of children under 18 were over-represented in the online survey.

## 5. Next steps

Thank you for participating in the survey and sharing your feedback on the 2025 Canada Day event!

This survey is just one part of a larger conversation about how we mark Canada Day as a city. After this initial engagement on this year's Canada Day event, staff are planning for a more fulsome community conversation about the future of Canada Day in New Westminster as a whole, incorporating feedback and suggestions from this survey. Please check back on [the Be Heard project page](#) to see more updates.



Figure 3: Outdoor spin class in the rose garden.