Ipsos Reid

Coquitlam

City of Coquitlam
2011 Citizen Survey

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EXECUTIVE SUMMARY

Overall Context

As in past years, the survey results are predominantly positive for the City of Coquitlam. Citizens say their community has good and improving quality of life. They are satisfied with the overall level and quality of municipal services and believe they are receiving good value for their tax dollars. The number one priority for local leaders is to focus on transportation issues, especially rapid transit.

Quality of Life

Quality of life continues to be good and improving. As in past years, almost all citizens say that the City of Coquitlam has a good quality of life. In fact, the 2011 results are best ever recorded for Coquitlam. Moreover, there is sense of optimism among many citizens that the quality of life is improving, for reasons such as improved recreation facilities, infrastructure and transportation/ roads.

Issues Agenda

Transportation issues continue to dominate the issues agenda. Once again, citizens rate transportation issues as the number one priority for attention from local leaders. Secondary issues include municipal government spending/ taxation, crime, education and government services.

City Services

Almost all citizens are satisfied with the City's overall service delivery. Almost all citizens say they are satisfied with the overall level and quality of services provided by the City of Coquitlam. This overall satisfaction also extends to the delivery of specific services, with strong ratings recorded for public works, parks/ trails/ green spaces, fire services, police services, recreational/ cultural opportunities and sports fields. Ratings are somewhat lower, but still well above majority approval, for both road maintenance and neighbourhood planning.

Customer Service

Contact experiences with the City are predominately satisfactory. Nearly half of all citizens have contacted or dealt with the City of Coquitlam or one of its employees in the last twelve months. Among those making contact, about three-quarters say they are satisfied with the service they received, which is a decline from 2010, but in line with results from previous years.

Financial Planning

Most citizens believe they receive good value for their municipal tax dollars. Most citizens continue to say the programs and services they receive are a good value for their tax dollars. Current ratings are unchanged from 2010 and in line with Ipsos municipal norms.

Opinion is split regarding paying increased taxes or seeing a reduction in services. Given a choice, citizens are split down the middle as to whether they would prefer to see increased taxes or service cuts.

Communication

Citizens are most interested in receiving information about the City's budget and future plans. Citizens say they are most interested in being provided with information about the City's budget and future plans and developments. Other topics of interest include parks and recreation, infrastructure, programs/ services and upcoming events.

Citizens are interested in a wide range of communication methods. No single communication method is best for a majority of citizens. Preferences are spread across four main communication methods including newspapers, email, mail/ letters/ flyers and the City's website.

Transportation

Rapid transit is a key top-of-mind transportation issue. The two top transportation issues both relate to rapid transit including mentions of SkyTrain and the Evergreen Line.

All tested transportation solutions are deemed important. Given the priority placed on transportation issues, it is perhaps not surprising that citizens say that all the tested transportation solutions are important. The three most important activities are promoting public transit services, upgrading the condition of existing roads and improving public transit infrastructure.

Crime and Personal Safety

Break and enter crimes top list of personal safety issues. Citizens say that break and enter/ property theft issues are the number one crime and personal safety issue currently facing the City of Coquitlam. Mentions of drug and gang issues are down from 2010.

Physical Activity

Citizens participate in moderate physical activity an average of 4.0 times a week. Only 5% of citizens say they don't engage in moderate physical activity or exercise at least once a week.

Driving and Motor Vehicles

Households have an average of 2.2 licensed drivers and 2.1 vehicles. Eight-in-ten Coquitlam households have more than one licensed driver and two-thirds have more than one vehicle.

INTRODUCTION

Objectives

In order to continually meet and exceed the expectations of its community, the City of Coquitlam regularly conducts community surveys that provide comprehensive assessments of citizens' priorities, satisfaction with municipal services, and attitudes towards topical issues facing the community. To this end, the City of Coquitlam commissioned Ipsos Reid to conduct its 2011 Citizen Survey. The insight gained from this research will ultimately help guide the City make decisions regarding planning, budgeting, and issues management.

Specifically, the main objectives of this year's research were to:

- Identify the issues seen as most in need of attention from local leaders;
- Assess perceptions towards the quality of life in Coquitlam;
- Measure the importance of and satisfaction with specific City services;
- Determine the perceived value for taxes and preferred funding options;
- Learn communication and information needs;
- Determine the incidence of contacting the City and satisfaction with contact experiences;
- Determine important transportation issues and priorities;
- Determine important issues related to crime and personal safety; and,
- Gauge citizens' level of participation in physical activity; and
- Determine the number of licensed drivers and vehicles in households.

Where comparable, this year's results have been tracked and reported against similar surveys conducted by the City of Coquitlam in previous years. Comparing the results of the surveys allows the City to understand how citizens' attitudes and priorities are changing, identify new or emerging issues facing the community, and assess the progress the City is making in addressing key issues.

Furthermore, the results of this year's survey have also been compared to Ipsos Reid's database of municipal norms for the Lower Mainland to provide additional insight, context, and benchmarks against which the City can evaluate its performance.

Methodology

Ipsos Reid conducted a total of 400 telephone interviews with a randomly selected representative sample of Coquitlam residents aged 18 years or older. All interviews were conducted between the dates of May 16 and May 20, 2011. The sample of City residents was drawn by postal code, and respondents were asked upfront whether or not they lived in Coquitlam to further validate residency. To ensure randomness within households, the "birthday method" of selecting residents was used (i.e., asking to speak to the person in the household who most recently celebrated a birthday).

Overall results are accurate to within ±4.9 percentage points, nineteen times out of twenty. The margin of error will be larger for sample subgroups. The results have been weighted to ensure the region, age and gender distribution reflects that of the actual population in Coquitlam according to the most recent Census data.

The final sample size and weighting by region is as follows:

- West: n=87 and weighting of 32%
- Central: n=91 and weighting of 30%
- Westwood Plateau/Eagle Ridge: n=88 and weighting of 21%
- Town Centre/ Hockaday: n=89 and weighting of 14%
- Northeast: n=45 and weighting of 3%

DETAILED FINDINGS

Quality of Life

Overall Quality of Life

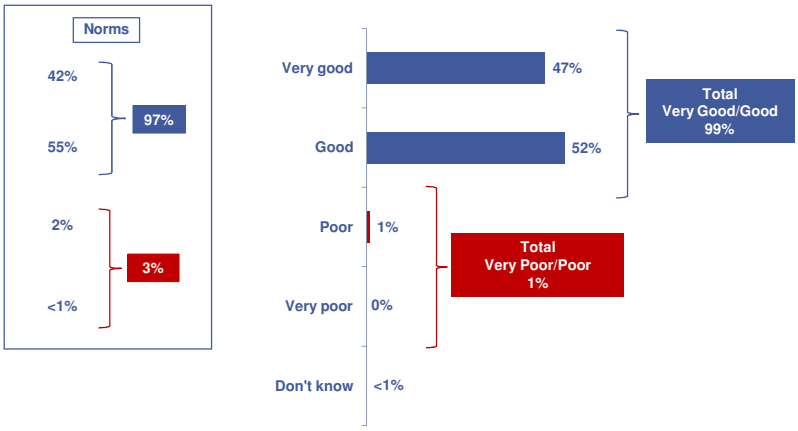
The City of Coquitlam continues to offer citizens a good quality of life.

Virtually all (99%) citizens rate the quality of life in the City of Coquitlam positively, with nearly half (47%) saying "very good" and 52% saying "good".

Perceptions of the quality of life in Coquitlam have remained consistently high over the past few years of tracking and this year's overall results (combined "very good/good" responses) is the best yet recorded in the history of our tracking.

This year's overall result is on par with what is typically reported in other Lower Mainland municipalities. However, the "very good" percentage for Coquitlam now exceeds the Lower Mainland norm.

Overall Quality of Life



	2003 (n=1200)	2004 (n=400)	2005 (n=400)	2006 (n=1201)	2007 (n=400)	2008 (n=400)	2009 (n=665)	2010 (n=400)	2011 (n=400)
Very good/good	98%	97%	97%	97%	98%	95%	98%	96%	99%
Very good	37%	38%	35%	25%	28%	29%	30%	41%	47%

Q2. How would you rate the overall quality of life in the City of Coquitlam today?
Base: All respondents

The strong results are consistent across demographic sub-groups.

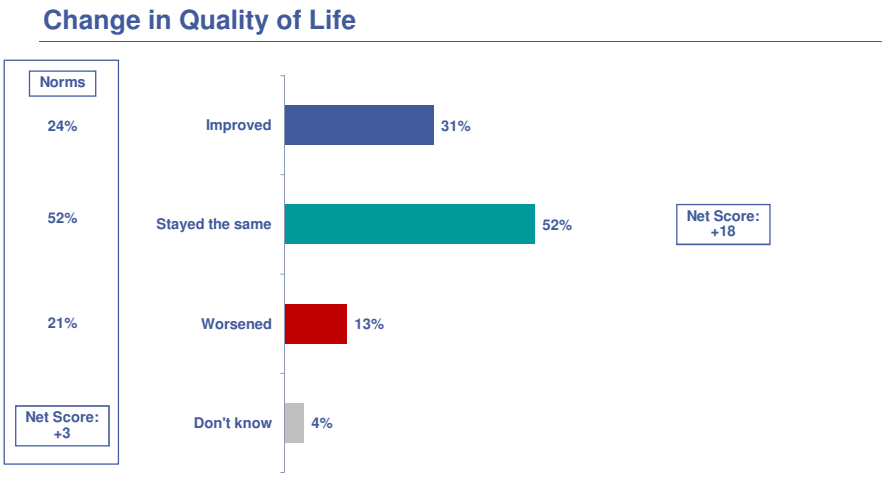
Change in Quality of Life

Many citizens say the quality of life in Coquitlam has improved over the past five years.

When asked how the quality of life in the City of Coquitlam has changed over the past five years, half (52%) of citizens say it has "stayed about the same". Another three-in-ten (31%) think the quality of life has "improved" while only 13% think it has "worsened". This yields a net momentum score (improved – worsened) of +18 points, pointing to a continued and growing overall sense of optimism regarding the direction quality of life is taking.

This year's net momentum score is the best recorded in our tracking for Coquitlam.

Comparisons to Ipsos Reid's database of municipal norms shows that Coquitlam residents are generally more positive than other Lower Mainland residents when it comes to the direction quality of life is taking.



	2000 (n=1200)	2003 (n=1200)	2006 (n=800)	2009 (n=665)	2010 (n=400)	2011 (n=400)
Net Score	+3	+11	+2	+2	+8	+18

Q3. And, do you feel that the quality of life in the City of Coquitlam in the past five years has …?
Base: All respondents

- Those who have lived in Coquitlam for 10 years or less are more likely to say the quality of life has improved over the past five years (39%, compared to 32% of those who have lived in the city for 11-20 years and 22% of those who have lived in the city for more than 20 years).

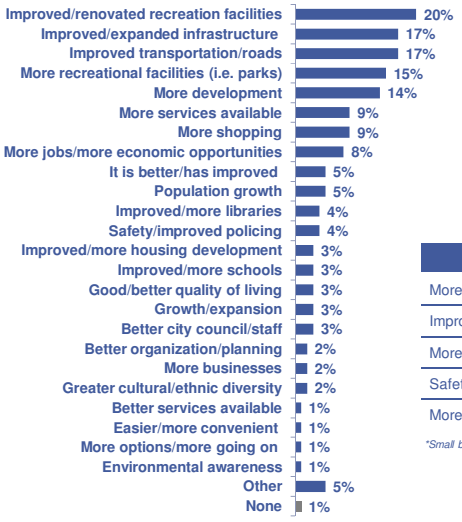
Reasons why Quality of Life has Improved

Improvements to recreation facilities, infrastructure and transportation are the main reasons for feeling the quality of life has improved over the past five years.

Among those who feel the quality of life in the City of Coquitlam has improved over the past five years, two of the top reasons given relate to recreation facilities. The top response is "improved/renovated recreation facilities" (20% mention) and not far down the list is "more recreation facilities" (15%). Recreation facilities was also the number one response in 2010.

Other reasons for feeling the quality of life has improved this year include "improved/expanded infrastructure" (17%), "improved transportation/roads" (17%), and "more development" (14%).

Reasons Why Quality of Life has Improved



Top Reasons 2010 (n=89*)	
More recreational facilities (i.e. parks)	46%
Improved transportation/roads	23%
More shopping	19%
Safety/improved policing	11%
More services available	9%

**Small base size (<100), interpret with caution*

Q4. Why do you think the quality of life has improved?
Base: Quality of life has improved in the past five years (n=118)

The reasons why quality of life has improved are generally consistent across all key demographic subgroups.

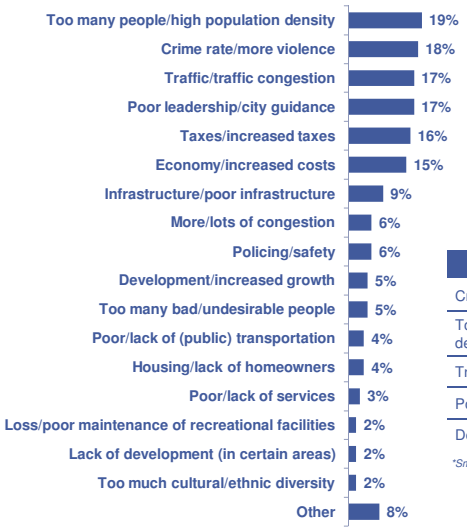
Reasons why Quality of Life has Worsened

No single reason stands out for perceptions of a decline in quality of life.

Among the small number of citizens who feel the quality of life has worsened over the past five years (n=57), a variety of different issues are mentioned. These issues include "too many people/ growth" (19% mention), "crime rate/ more violence" (18%), "traffic/ traffic congestion" (17%), "poor leadership/ guidance" (17%), "taxes/ increased taxes" (16%) and "economy/ increased costs" (15%).

The top two issues in the 2011 survey, growth and crime, are the same top two issues as in 2010.

Reasons Why Quality of Life has Worsened



Top Reasons 2010 (n=60*)	
Crime rate/more violence	28%
Too many people/high growth in population density	22%
Traffic/traffic congestion	17%
Poor/lack of services	13%
Development/increased growth	9%

**Small base size (<100), interpret with caution*

Q5. Why do you think the quality of life has worsened?
Base: Quality of life has worsened in the past five years (n=57*)

The reasons why quality of life has worsened are generally consistent across all key demographic subgroups.

Issue Agenda

Top-of-Mind Issues Facing the City of Coquitlam

Citizens continue to want local leaders to focus on transportation-related issues.

On an unprompted basis, citizens point to transportation as the most important local issue facing the City of Coquitlam (40%)[1]. Many transportation-related concerns were very general, but there were specific mentions of "traffic congestion", "Evergreen Line", "SkyTrain/rapid transit", "condition of roads" and "poor quality/lack of public transit".

Other issues that citizens would like to see receive greater attention from local leaders include:

- Taxation/Municipal Government Spending (15%), most notably mentions of property taxes.
- Crime (13%), including specific mentions of "drugs/drug dealing", "policing/ law enforcement" and "safety".
- Education (10%), with most comments being very general about education or schools.
- Municipal/Government Services (10%), including specific mentions of "infrastructure", "garbage services" and "city planning/ zoning".

Transportation has led the citizen agenda in every survey conducted and while the current 40% mentions is up 5 points from 2010, it is very much in line with most previous results.

Most other results are consistent with previous years. The biggest shift is a 5 point increase in mentions of "parks, recreation and culture" (from 4% in 2010 to 9% in 2011).

In viewing these results alongside Ipsos Reid's municipal norms, we see that transportation is also tops the public issue agenda of residents in other Lower Mainland municipalities, although the percentage mentions is less than in Coquitlam. Taxation/municipal government spending is also more likely to be mentioned in Coquitlam than elsewhere in the Lower Mainland.

Issues that are less of a concern in Coquitlam than in other municipalities include growth and social issues.

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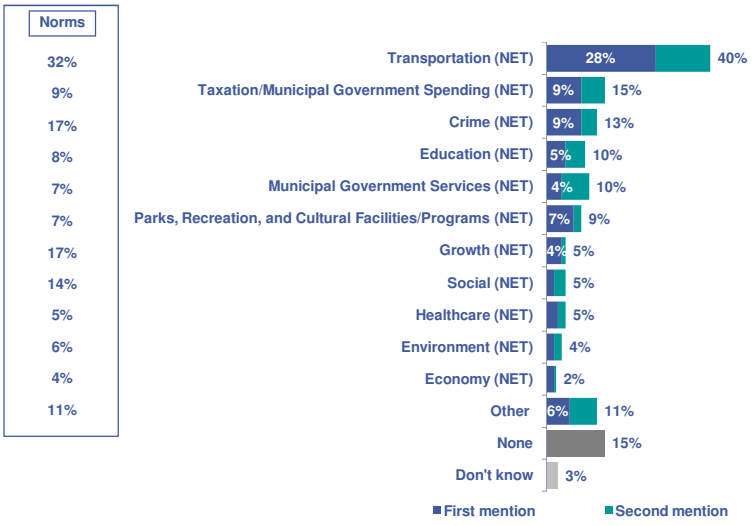
[1] *This question was open-ended, meaning that residents were not prompted in their responses. Individual comments were then coded into specific categories and grouped together in broad themes called "Nets".*

Top-of-Mind Issues Facing the City of Coquitlam



Q1. What is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?
Base: All respondents (n=400)

Top-of-Mind Issues Facing the City of Coquitlam - Tracking

	Total Mentions								
	2003 (n=1,200)	2004 (n=400)	2005 (n=400)	2006 (n=1,201)	2007 (n=400)	2008 (n=400)	2009 (n=665)	2010 (n=400)	2011 (n=400)
Transportation (NET)	47%	36%	41%	51%	35%	44%	41%	35%	40%
Taxation/Municipal Government Spending (NET)	12%	14%	7%	9%	9%	6%	11%	19%	15%
Crime (NET)	21%	20%	22%	34%	24%	21%	24%	14%	13%
Education (NET)	22%	9%	11%	8%	10%	6%	8%	13%	10%
Municipal Government Services (NET)	3%	9%	4%	8%	4%	8%	10%	6%	10%
Parks, Recreation, and Culture (NET)	8%	8%	8%	14%	6%	4%	4%	4%	9%
Growth (NET)	8%	7%	6%	7%	8%	11%	3%	5%	5%
Social (NET)	6%	1%	7%	6%	11%	13%	7%	7%	5%
Healthcare (NET)	5%	5%	8%	6%	3%	2%	3%	2%	5%
Environment (NET)	8%	5%	4%	7%	5%	5%	7%	4%	4%
Economy (NET)	2%	1%	1%	1%	1%	1%	3%	3%	2%

Q1. What is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?
Base: All respondents

- **Transportation**-related issues are more likely to be mentioned by those without children in the household (45%, compared to 31% of those with children).
- **Taxation/municipal government spending** is more likely to be mentioned by those who have lived in Coquitlam for more than 20 years (23%, compared to 14% of those who have lived in the area for 10 years or less and 6% of those who have lived in the area for 11-20 years).
- **Crime**-related mentions do not significantly vary by demographic subgroup.
- **Education**-related mentions do not significantly vary by demographic subgroup.
- **Municipal/Government Services**-related mentions do not significantly vary by demographic subgroup.

City Services

Overall Satisfaction with City Services

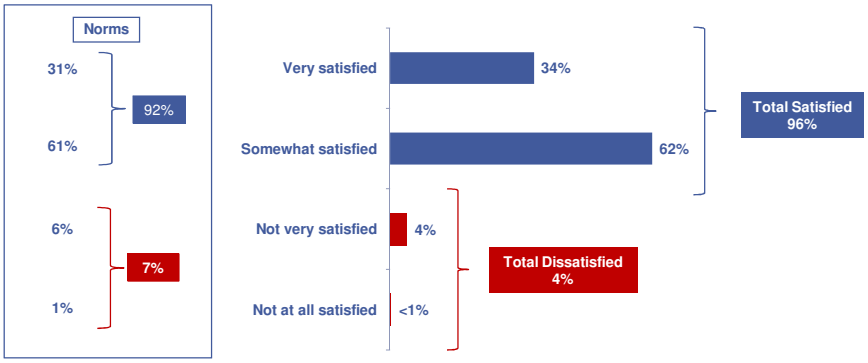
Most citizens are satisfied with the City's overall level and quality of services.

In total, 96% of citizens are satisfied with the overall level and quality of services provided by the City of Coquitlam, including one-third (34%) "very satisfied" and six-in-ten (62%) "somewhat satisfied".

Satisfaction with the City's services is essentially the same as in 2010.

Comparisons to Ipsos Reid's database of municipal norms show that satisfaction this year is slightly better than what we typically see in other Lower Mainland municipalities.

Overall Satisfaction with City Services



	2004 (n=400)	2005 (n=400)	2006 (n=1,201)	2007 (n=400)	2008 (n=400)	2009 (n=665)	2010 (n=400)	2011 (n=400)
Very/somewhat satisfied	96%	93%	93%	96%	92%	95%	95%	96%
Very satisfied	37%	36%	25%	37%	32%	25%	34%	34%

Q7. Now, please rate how **satisfied** you are with the City of Coquitlam's services on a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. The first one is the overall level and quality of services provided by the City of Coquitlam.
Base: All respondents

Satisfaction with the City's overall level and quality of services is consistent across all key demographic subgroups.

Satisfaction with Specific City Services

Citizens are also satisfied with all of the specific services tested.

Citizens were also asked to rate their satisfaction with specific services provided by the City of Coquitlam. Review of these results shows that the majority of citizens are satisfied with all of the services tested, although clearly some are more satisfactory than others.

Overall, citizens are most satisfied with the following seven services:

- "Public works, including drinking water quality and sewers" (98% satisfied, 61% "very satisfied");
- "Parks, trails, and other green space" (94% satisfied, 52% "very satisfied");
- "Fire services" (93% satisfied, 65% "very satisfied");
- "Police services" (92% satisfied, 46% "very satisfied");
- "Recreational and cultural opportunities" (91% satisfied, 34% "very satisfied");
- "Sports fields" (90% satisfied, 39% "very satisfied"); and,
- "Recycling and garbage services" (84% satisfied, 41% "very satisfied").

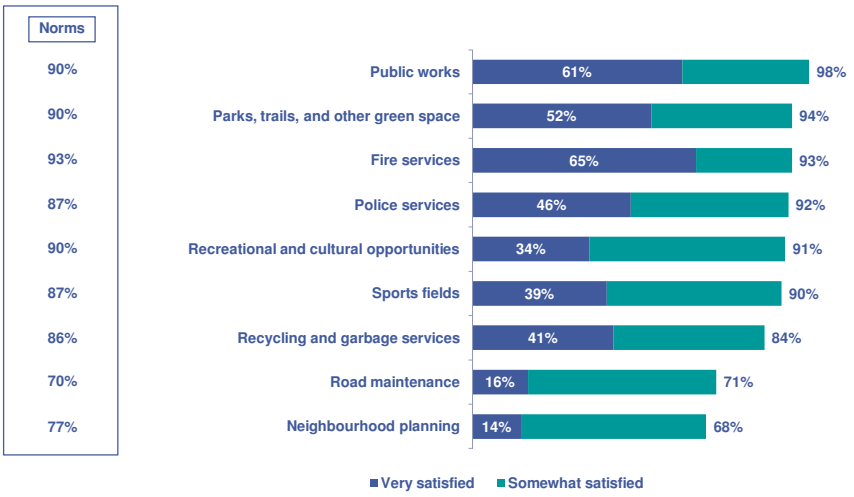
The majority of citizens are also satisfied with the following two services, although the intensity of satisfaction is lower:

- "Road maintenance" (71% satisfied, 16% "very satisfied"). The relatively lower satisfaction for road maintenance is consistent with other survey results showing this is a top-of-mind concern for citizens; and,
- "Neighbourhood planning" (68% satisfied, 14% "very satisfied").

Satisfaction with all but one of these services has not changed significantly as compared to 2010. The one exception to this is regarding "neighbourhood planning", which has seen an 11 point decrease in satisfaction this year (from 79% in 2010 to 68% in 2011).

Compared to Ipsos Reid's database of municipal norms, Coquitlam citizens are much more satisfied than those living elsewhere in the Lower Mainland with the City's public works and police services. Conversely, Coquitlam citizens are less satisfied with neighbourhood planning than are citizens of other Lower Mainland communities.

Satisfaction with Specific City Services



Q7. Now, please rate how **satisfied** you are with the City of Coquitlam's services on a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.
Base: All respondents (n=400)

Satisfaction with Specific City Services - Tracking

	2007 (n=400)	2008 (n=400)	2009 (n=665)	2010 (n=400)	2011 (n=400)
Public works, including drinking water quality and sewers	96%	95%	97%	97%	98%
Parks, trails, and other green space	94%	96%	93%	95%	94%
Fire services	97%	95%	96%	95%	93%
Police services	92%	90%	90%	93%	92%
Recreational and cultural opportunities	90%	90%	90%	91%	91%
Sports fields	89%	91%	89%	89%	90%
Recycling and garbage services	86%	81%	76%	88%	84%
Road maintenance	66%	75%	72%	74%	71%
Neighbourhood planning	82%	79%	80%	79%	68%

Q7. Now, please rate how **satisfied** you are with the City of Coquitlam's services on a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.
Base: All respondents

Importance of Specific City Services

All of the service areas tested are deemed important.

Top-tier services (deemed "very" or "somewhat" important by at least nine-in-ten citizens) are listed below. These services also receive high "very important" ratings.

- "Recycling and garbage services" (98% important, 65% "very important");
- "Fire services" (97% important, 75% "very important");
- "Police services" (97% important, 76% "very important");
- "Road maintenance" (96% important, 58% "very important"); and,
- "Public works, including drinking water quality and sewers" (95% important, 79% "very important");
- "Parks, trails, and other green space" (93% important, 60% "very important").
- "Recreational and cultural opportunities" (90% important, 41% "very important");

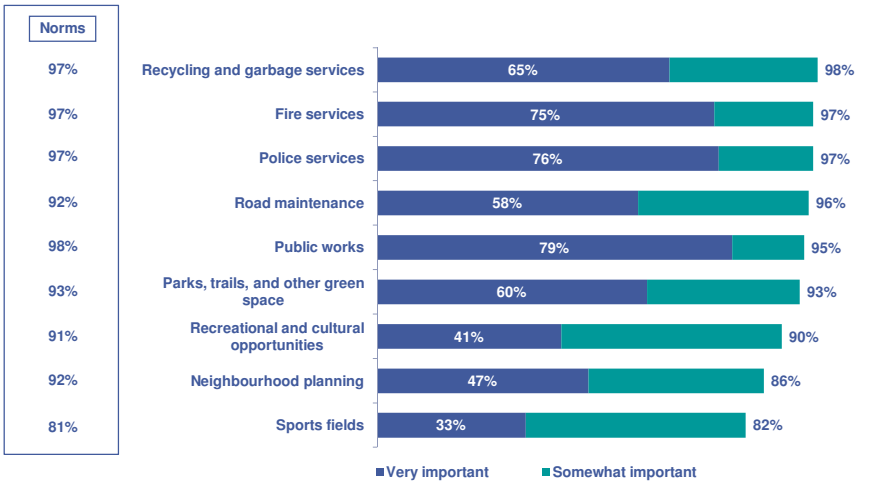
Other important services include:

- "Neighbourhood planning" (86% important, 47% "very important"); and,
- "Sports fields" (82% important, 33% "very important").

The importance attached to these services is consistent with the 2010 survey.

These results are also on par with what we typically see in other Lower Mainland municipalities, although Coquitlam residents place a slightly lower importance on "neighbourhood planning".

Importance of Specific City Services



Q6. Please rate how **important** each one is to you on a scale of very important, somewhat important, not very important, or not at all important.
Base: All respondents (n=400)

Importance of Specific City Services - Tracking

Very/Somewhat Important					
	2007 (n=400)	2008 (n=400)	2009 (n=665)	2010 (n=400)	2011 (n=400)
Recycling and garbage services	98%	98%	98%	98%	98%
Fire services	100%	99%	98%	99%	97%
Police services	99%	98%	98%	97%	97%
Road maintenance	97%	97%	99%	96%	96%
Public works, including drinking water quality and sewers	100%	100%	99%	98%	95%
Parks, trails, and other green space	96%	97%	95%	94%	93%
Recreational and cultural opportunities	93%	90%	92%	89%	90%
Neighbourhood planning	92%	92%	91%	88%	86%
Sports fields	83%	82%	83%	83%	82%

Q6. Please rate how **important** each one is to you on a scale of very important, somewhat important, not very important, or not at all important.
Base: All respondents

Customer Service

Contact with City

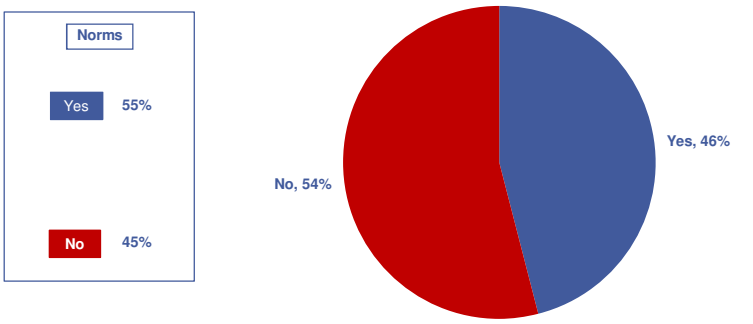
Almost half have contacted or dealt with the City in the last twelve months.

Thinking back over the last twelve months, 46% of citizens say they personally contacted or dealt with the City of Coquitlam or one of its employees.

Contact with the City has not significantly changed since 2010.

Contact with the City in Coquitlam is significantly lower than what we typically see in other Lower Mainland municipalities.

Contact with City



	2008 (n=400)	2009 (n=665)	2010 (n=400)	2011 (n=400)
Yes	41%	44%	47%	46%

Q11. In the last twelve months, have you personally contacted or dealt with the City of Coquitlam or one of its employees?
Base: All respondents

- Contact with the City is lower among those who have lived in Coquitlam for 10 years or less (37%, compared to 49% of those who have lived in the city for 10-20 years and 53% of those who have lived in the city for more than 20 years).

Satisfaction with Contact Experience

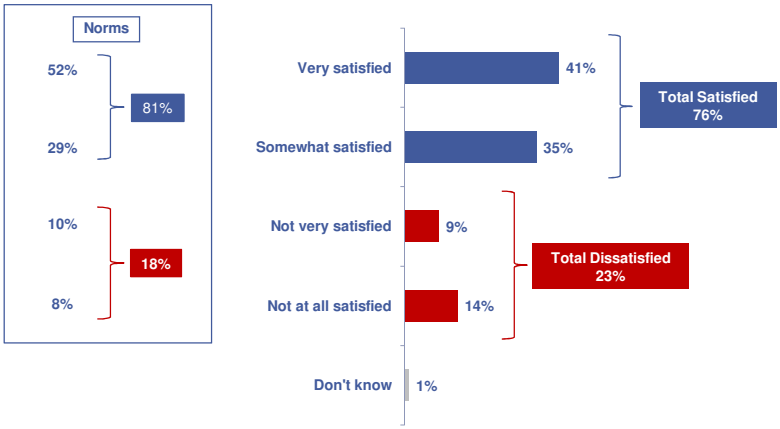
Contact experiences are mostly satisfactory.

Overall, three-quarters (76%) of those who contacted the City say they were satisfied with the overall service they received, including 41% saying "very satisfied" and 35% saying "somewhat satisfied".

Overall satisfaction (combined "very/somewhat satisfied" responses) with contact experiences has decreased a significant 9 percentage points since 2010. Those who are "very satisfied" has fallen by a significant 10 points since last year. While the year-over-year trend is downward, the 2011 results are consistent with results achieved in 2008 and 2009.

Overall satisfaction in Coquitlam is slightly below what we have seen in other Lower Mainland municipalities.

Satisfaction with Contact Experience



	2008 (n=180)	2009 (n=301)	2010 (n=195)	2011 (n=204)
Very/somewhat satisfied	75%	73%	85%	76%
Very satisfied	49%	42%	51%	41%

Q12. And thinking of the last time you contacted the City of Coquitlam, how satisfied were you with the overall service you received?
Base: Have personally contacted or dealt with the City of Coquitlam

Satisfaction with contact experiences is consistent across all key demographic subgroups.

Financial Planning

Value for Taxes

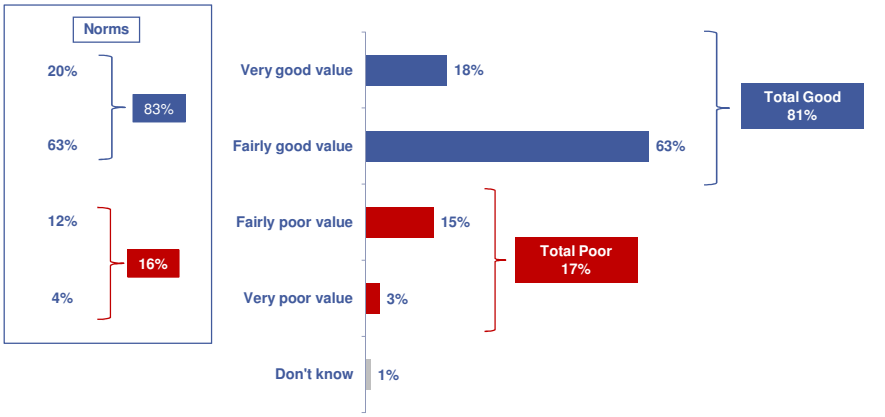
Most citizens believe they receive good value for their municipal tax dollars.

Overall, eight-in-ten (81%) citizens say they receive good value for their municipal tax dollars, including 18% saying "very good value" and 63% saying "fairly good value".

These results are consistent with 2010 results.

In viewing these results in comparison with Ipsos Reid's Lower Mainland norms, we see that this year's results are on par with what we typically see in other municipalities, both overall and in intensity.

Value for Taxes



	2004 (n=400	2005 (n=400)	2006 (n=1201)	2007 (n=400)	2008 (n=400)	2009 (n=665)	2010 (n=400)	2011 (n=400)
Very good/fairly good	86%	85%	83%	86%	85%	86%	81%	81%
Very good	25%	27%	22%	21%	22%	20%	17%	18%

Q7A. Thinking about all the programs and services you receive from the City of Coquitlam, would you say that overall you get good value or poor value for your tax dollars?
Base: All respondents

- Those who have lived in Coquitlam for 11-20 years are more likely to rate their value for taxes as "very good" or "good" (92%, compared to 74% of those who have lived in the city for 10 years or less and 81% of those who have lived in the city for more than 20 years).

Balancing Taxation and Service Delivery Levels

Opinion is split regarding paying increased taxes or seeing a reduction in services.

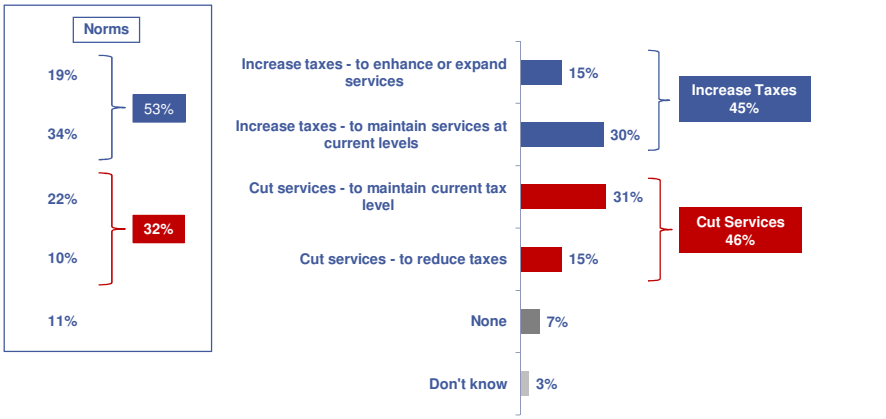
When given a choice between increased taxes or service cuts, 45% of citizens choose increased taxes while 46% opt for cuts in services.

Looking at tax increases specifically shows that three-in-ten (30%) citizens would prefer the City to "increase taxes to maintain services at current levels" and there is much less appetite for "increasing taxes to enhance or expand services" (15%). With respect to service cuts, three-in-ten (31%) choose "cut services to maintain current tax level" as compared to 15% saying "cut services to reduce taxes".

This year's results are almost identical to what was reported in 2010.

Comparisons to Ipsos Reid's database of municipal norms find that residents in other Lower Mainland municipalities generally opt for tax increases over service cuts.

Balancing Taxation and Service Cuts



	2003 (n=1200)	2004 (n=400)	2005 (n=400)	2006 (n=1201)	2007 (n=400)	2008 (n=400)	2009 (n=665)	2010 (n=400)	2011 (n=400)
Increase taxes	58%	48%	47%	55%	58%	55%	46%	46%	45%
Cut services	32%	37%	30%	35%	31%	26%	41%	44%	46%

Q8. Which one of the following four options would you most like the City of Coquitlam to pursue?
Base: All respondents

The split in public opinion is consistent across demographic sub-groups.

Communication

Information Needs

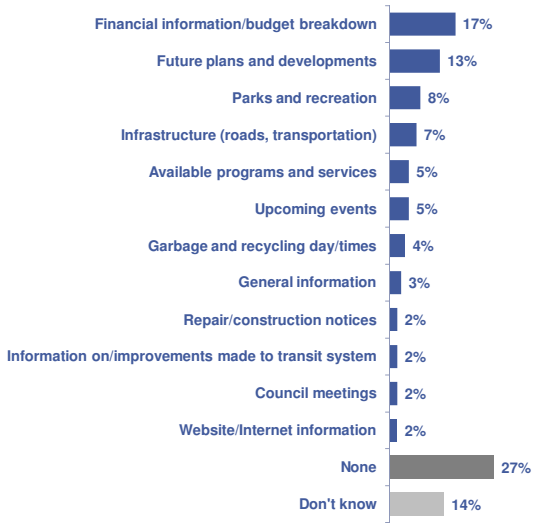
Citizens are most interested in receiving information about the City's budget and future plans.

When asked for the kinds of information they want the City of Coquitlam to provide them with, 17% of citizens mention "financial information/budget breakdown" and 13% mention "future plans and developments". Other information needs include "parks and recreation" (8%), "infrastructure (roads, transportation)" (7%), "available programs and services" (5%) and "upcoming events" (5%). It is also worth noting that four-in-ten citizens are unable to identify any specific information needs (27% say "none/nothing" and 14% say "don't know").

These results are very consistent with what was reported in 2010.

The results are also quite consistent with municipal norms, although there are a greater percentage of mentions of "financial information/budget breakdown" and "future plans and developments" among Coquitlam citizens.

Information Needs



Norm	
Financial/budget	9%
Upcoming and current events	7%
Tax information	7%
City planning	7%
Building/development projects	6%
Parks, recreation, and culture	6%

Top Mentions 2010 (n=400)	
Financial/budget breakdown	17%
Future plans and developments	12%
Parks and recreation	8%
Infrastructure (roads, transportation)	7%
Upcoming events	6%
Available programs and services	5%

Note: Only responses of 2% or more shown

Q9. Thinking about your information needs, what kinds of information do you want the City of Coquitlam to provide you with?
Base: All respondents (n=400)

Information needs are generally consistent across all key demographic subgroups.

Preferred Methods of Communication

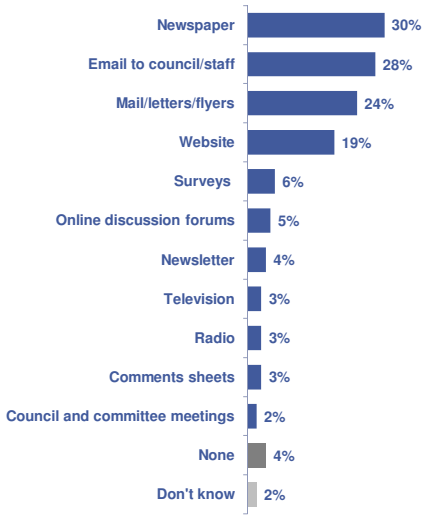
Citizens are interested in a wide range of communication methods.

No single communication method is best for a majority of City of Coquitlam citizens. Instead, citizen preferences are spread out across four main methods. These include “newspapers” (30%), “email” (28%), “mail/ letters/ flyers” (24%) and the City’s “website” (19%).

The top four methods are the same as in 2010, although the ordering has changed a little. The biggest change from 2010 is a 9 point drop in residents saying that “mail/ letters/ flyers” is the best way to communicate information.

Comparisons to Ipsos Reid’s database of municipal norms show that Coquitlam citizens have a higher preference for “email” and “website” communication than in other Lower Mainland municipalities.

Preferred Methods of Communication



Norm	
Newspaper	43%
Mail	33%
Email	12%
City website	12%
Community newsletter/paper	7%
TV	6%

Top Mentions 2010 (n=400)	
Mail/letters/flyers	33%
Newspaper	30%
Email	25%
Website	17%
Online discussion forums	5%
Surveys	5%

Note: Only responses of 2% or more shown

Q10. And what methods would be best for the City of Coquitlam to communicate information to you?
Base: All respondents (n=400)

- **Email** is more likely to be mentioned by those who are under the age of 55 (includes 40% of 18 to 34 year olds and 30% of 35 to 54 year olds, compared to 17% of those who are 55 years or older).

Transportation

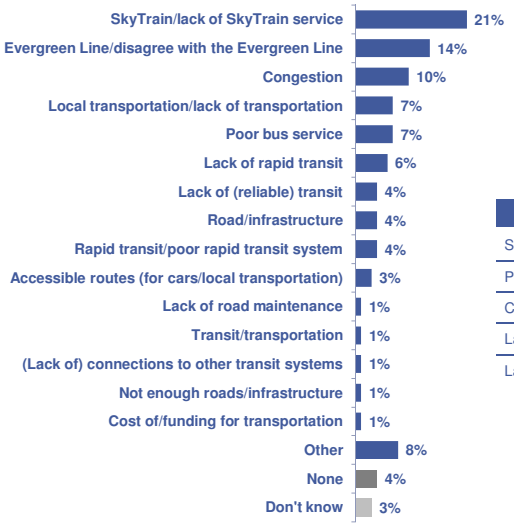
Important Transportation Issues

Rapid transit is a key transportation issue for Coquitlam residents.

When asked to identify the biggest transportation issue facing the City of Coquitlam today on an unprompted basis, residents are most likely to point to issues related to rapid transit, including "SkyTrain/lack of SkyTrain" (21%) and "Evergreen Line" (14%). Traffic "congestion" (10%) is the third most often mentioned transportation issue.

Rapid transit issues also led the 2010 survey, although there were fewer specific mentions of "Evergreen Line" in 2010.

Important Transportation Issues



Top Issues 2010 (n=400)	
SkyTrain / lack of SkyTrain service	26%
Poor bus service	14%
Congestion	10%
Lack of transit /reliable transit	9%
Lack of rapid transit	8%

Q17. In your opinion, what is the biggest transportation issue facing the City of Coquitlam today?
Base: All respondents (n=400)

- **SkyTrain** is less likely to be mentioned by those who have lived in Coquitlam for more than 20 years (13%, compared to 26% of those who have lived in the area for 10 years or less and 25% of those who have lived in the area for 11-20 years.).

Transportation Priorities

All tested transportation solutions are deemed important.

When asked to rate the importance of implementing some transportation solutions, more than eight-in-ten citizens rated three items, two of which relate to public transit, as important ("very important" or "important").

- "Promoting public transit services for both local and regional trips" (85% important, 58% "very important");
- "Upgrading the condition of existing roads through repaving" (84% important, 38% "very important"); and,
- "Improving public transit infrastructure, such as bus stops and shelters" (83% important, 45% "very important").

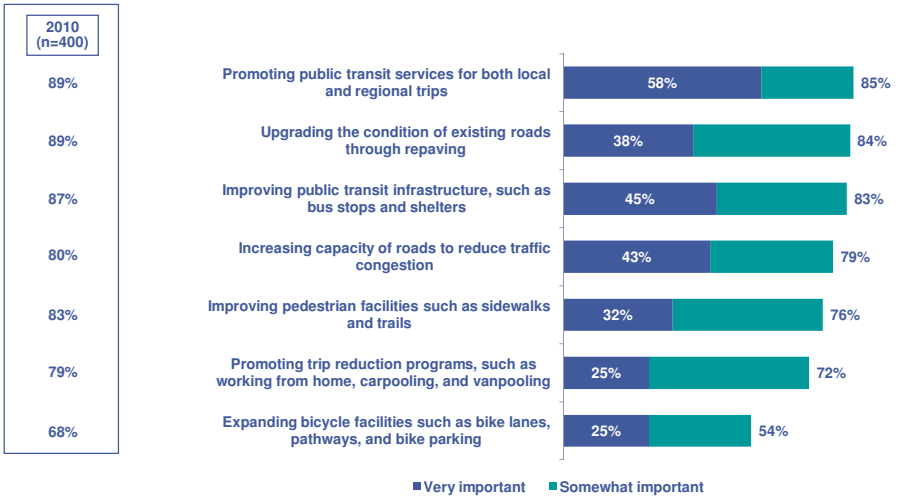
Slightly lesser priorities included the following three transportation solutions:

- "Increasing capacity of roads to reduce traffic congestion" (79% important, 43% "very important');
- "Improving pedestrian facilities such as sidewalks and trails" (76% important, 32% "very important"); and,
- "Promoting trip reduction programs, such as working from home, carpooling, and vanpooling" (72% important, 25% "very important").

The lowest rated priority, but still important to a majority of residents, is "expanding bicycle facilities such as bike lanes, pathways, and bike parking" (54% important, 25% "very important").

The overall importance ("very important" or "important") placed on some transportation solutions has declined since 2010, including expanding bicycle facilities (down 14 points), promoting trip reduction programs (down 7 points), improving pedestrian facilities (down 7 points) and upgrading road conditions (down 5 points).

Transportation Priorities



Q18. How important would you say each of the following transportation improvements are for the City?
Base: All respondents (n=400)

- **Increasing capacity of roads to reduce congestion** is more likely to be rated as important by those living the city for 11-20 years (87%, compared to 77% of those living in the city for 10 years or less and 75% of those living in the city for more than 20 years).

Crime and Personal Safety

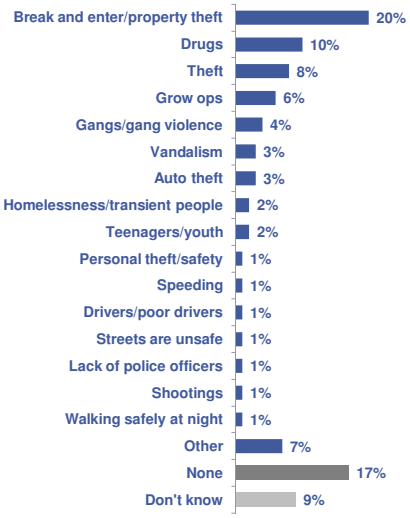
Important Crime and Personal Safety Issues

Break and enter crimes top list of personal safety issues.

When asked to identify the biggest crime and personal safety issue currently facing the City of Coquitlam on an unprompted basis, 20% of citizens point to "break and enter/property theft", which is twice as many mentions as the number two issue, "drugs" (10%).

These results are generally consistent with what was reported in 2010, although there has been a decrease in the mentions of "drugs" (down 5 points) and "gangs/ gang violence" (down 5 points).

Important Crime and Personal Safety Issues



Top Issues 2010 (n=400)	
Break and enter/property theft	19%
Drugs	15%
Gangs/gang violence	9%
Grow ops	7%

Q19. In your opinion, what is the biggest crime and personal safety issue currently facing Coquitlam?
Base: All respondents (n=400)

- **Grow ops** are more likely to be mentioned by those who have lived in Coquitlam for more than 20 years (10%, compared to 5% of those who have lived in the area for 10 years or less and 2% of those who have lived in the area for 11-20 years).

Physical Activity

Participation in Physical Activity

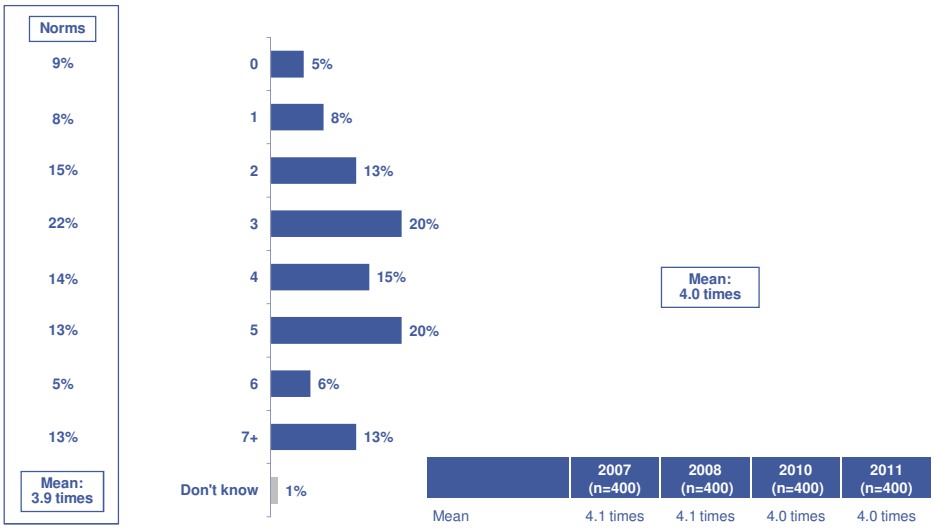
Citizens participate in moderate physical activity an average of four times a week.

On average, citizens engage in moderate physical activity or exercise for a period of 30 minutes or more 4.0 times a week. Participation ranges from 5% saying "0 times" to 13% saying "7 or more times".

This year's results are almost identical to what has been reported in previous surveys.

Similarly, participation in physical activity in Coquitlam is on par with what we typically see in other Lower Mainland municipalities.

Number of Weekly Participation in Physical Activity



Q20. In a typical week, how many times do you engage in moderate physical activity or exercise for a period of 30 minutes or more?
Base: All respondents

- Participation in physical activity is consistent across all key demographic subgroups.

Driving and Motor Vehicles

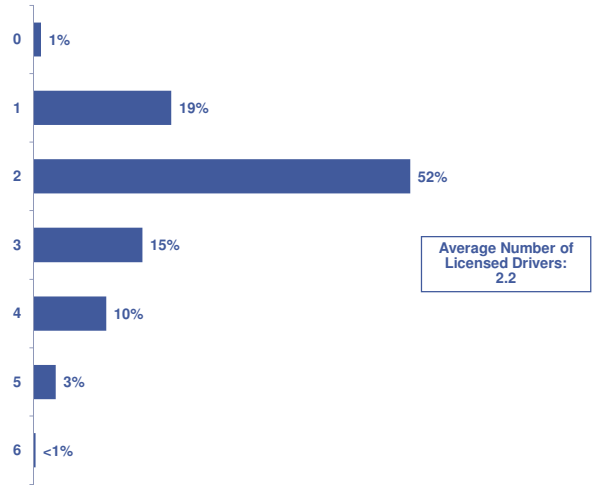
Number of Licensed Drivers in Household

Households have an average of 2.2 licensed drivers.

Nearly every City of Coquitlam household (99%) reports having at least one licensed driver, with an average of 2.2 drivers per household. Two-in-ten (19%) households have a single driver, half have two drivers (52%) and nearly three-in-ten (28%) have three or more drivers.

This question has not been asked in previous surveys.

Number of Licensed Drivers in Households



Q23a. How many licensed drivers aged 16 and older are living in your household?
Base: All respondents (n=400)

- Those who have lived in Coquitlam for 11-20 years have the highest average number of licensed drivers (2.5 drivers, compared to 2.1 drivers among those who have lived in the city for 10 years or less and 2.2 drivers among those who have lived in the city for more than 20 years).

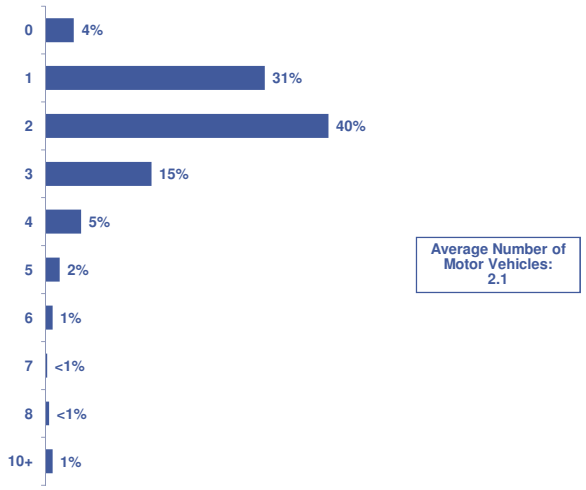
Number of Motor Vehicles in Household

Households have an average of 2.1 vehicles.

Nearly every City of Coquitlam household (96%) reports having at least motor vehicle and two-thirds (65%) report having at least two vehicles. The overall average is 2.1 vehicles per household.

This question has not been asked in previous surveys.

Number of Motor Vehicles in Households



Q23b. How many motor vehicles including cars, trucks, vans and motorcycles are currently owned and insured for use by members of your household? Please include personal and business vehicles.
Base: All respondents (n=400)

- Those who have lived in Coquitlam for 10 years or less have the lowest average number of vehicles (1.8 vehicles, compared to 2.4 vehicles among those who have lived in the city for 11-20 years and 2.2 vehicles among those who have lived in the city for more than 20 years).

APPENDIX A: WEIGHTED SAMPLE CHARACTERISTICS

The table below illustrates the breakdown of the sample into demographic and household categories. Please note that the overall results are weighted to ensure that the age and gender distribution reflects that of the actual population in the City of Coquitlam according to the 2006 Census data.

Weighted Sample Characteristics

	Total Respondents (n=400)
Gender	
Male	48%
Female	52%
Age	
18-24	9%
25-34	19%
35-44	18%
45-54	20%
55-64	14%
65+	14%
Refused	6%
Primarily or jointly responsible for property taxes	
Yes	79%
No	21%
Own or rent place of residence	
Own	86%
Rent	14%
Refused	<1%

	Total Respondents (n=400)
Children in household under 18	
Yes	39%
No	61%
Years spent living in Coquitlam	
0	<1%
1-5	17%
6-10	20%
11-15	10%
16-20	16%
21-25	13%
26-30	7%
31-35	3%
36-40	7%
41+	7%
Refused	<1%

APPENDIX B: QUESTIONNAIRE

City of Coquitlam
2011 Citizen Survey
FINAL Questionnaire (May 13)

Hello, this is _____ calling from Ipsos Reid. We're a professional public opinion research company conducting a survey with City of Coquitlam [KO-QUIT-LUM] residents on some important community issues. We are not selling anything. We're interested in hearing from a broad cross-section of the public, including representation from all age groups. IF NECESSARY: Could I please speak to the youngest person in the household between the ages of 18 and 34 years?

(IF NECESSARY: Please be assured that this survey is completely confidential.)
(IF NECESSARY: This survey will take around 12 minutes to complete.)
(INTERVIEWER NOTE: If inconvenient timing, schedule a call back.)
(INTERVIEWER NOTE: Try to get a young respondent if possible, but we can take older respondents if there's no one in the household matching this description or the person on the phone insists on answering the questions themselves.)
(INTERVIEWER NOTE: Do not disclose survey sponsor until after the introduction is complete and the person who will be answering the survey is on the phone.)

Yes **[CONTINUE]**
Don't know **[ASK AGAIN, IF STILL DK/REF THEN THANK AND TERMINATE]**
No
May I speak to that person? **[READ INTRODUCTION]**

A) First of all, do you or does anyone in your household work for **(READ LIST)**?

[RANDOMIZE]
The City of Coquitlam
An advertising agency
The media [IF NECESSARY: that is a radio or TV station or a newspaper or magazine]
A market research firm
[ALWAYS LAST] (DO NOT READ) None

[IF 'NONE' IN QA, CONTINUE. OTHERWISE, THANK & TERMINATE.]

A1) What is your postal code? [IF NECESSARY: we want to make sure we talk to individuals from a variety of neighbourhoods]

[ASSIGN QUOTA BASED ON POSTAL CODE FROM SAMPLE FILE]

B) Do you live in the City of Coquitlam?

Yes
No

[IF 'YES' IN QB, CONTINUE. OTHERWISE, THANK & TERMINATE.]

B2) In what year were you born? **(RECORD YEAR)**
[RANGE 1900 TO 1993]
C) **[RECORD GENDER] (DO NOT ASK)**

Male
Female

ISSUE AGENDA

1. In your view, as a resident of the City of Coquitlam, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? **[ACCEPT 1 MENTION]** Are there any other important local issues? **[ACCEPT 1 MORE MENTION]**

   [IF 'NONE/DK/REF' AT ANY TIME, SKIP TO Q2.]

None
Other [specify]

[RECORD 1ST MENTION]
[RECORD 2ND MENTION]

QUALITY OF LIFE

2. How would you rate the overall quality of life in the City of Coquitlam today? Would you say **(READ LIST)**?

Very good
Good
Poor
Very poor

3. And, do you feel that the quality of life in the City of Coquitlam in the past five years has **(READ LIST)**?

Improved
Stayed the same
Worsened

[IF 'IMPROVED' IN Q3, ASK Q4. OTHERWISE, SKIP TO Q5.]
4. Why do you think the quality of life has improved? **[ACCEPT 1 MENTION]**

[IF 'WORSENED' IN Q3, ASK Q5. OTHERWISE, SKIP TO Q6.]
5. Why do you think the quality of life has worsened? **[ACCEPT 1 MENTION]**

CITY SERVICES

[ASK ALL]

6. I am going to read a list of City of Coquitlam services provided to you. Please rate how **important** each one is to you on a scale of very important, somewhat important, not very important, or not at all important. The first one is **[INSERT ITEM]**. How about **[INSERT ITEM]**? **(REPEAT SCALE IF NECESSARY)**

[RANDOMIZE]
Recycling and garbage services
Police services
Fire services
Recreational and cultural opportunities
Sports fields
Parks, trails, and other green space
Neighbourhood planning
Road maintenance
Public works, including drinking water quality and sewers

Very important
Somewhat important
Not very important
Not at all important

7. Now, please rate how **satisfied** you are with the City of Coquitlam's services on a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. The first one is **[INSERT ITEM]**. How about **[INSERT ITEM]**? **(REPEAT SCALE IF NECESSARY)**

[RANDOMIZE]
[ALWAYS ASK FIRST] The overall level and quality of services provided by the City of Coquitlam
Recycling and garbage services
Police services
Fire services
Recreational and cultural opportunities
Sports fields
Parks, trails, and other green space
Neighbourhood planning
Road maintenance
Public works, including drinking water quality and sewers

Very satisfied
Somewhat satisfied
Not very satisfied
Not at all satisfied

FINANCIAL PLANNING

Changing topics slightly…

7A. Thinking about all the programs and services you receive from the City of Coquitlam, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

Very good value
Fairly good value
Fairly poor value
Very poor value

8. Municipal property taxes are the primary way to pay for services provided by the City of Coquitlam. Due to the increased cost of maintaining current service levels and infrastructure, the City of Coquitlam must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Coquitlam to pursue? **(READ LIST) [ACCEPT 1 MENTION ONLY]**

[ROTATE 1-4, 4-1]
Increase taxes - to enhance or expand services
Increase taxes - to maintain services at current levels
Cut services - to maintain current tax level
Cut services - to reduce taxes
[ALWAYS LAST] (DO NOT READ) None

COMMUNICATION

Changing topics slightly…

9. Thinking about your information needs, what kinds of information do you want the City of Coquitlam to provide you with? Any others? **(DO NOT READ LIST) [ACCEPT 2 MENTIONS]**

Financial information/budget breakdown
Upcoming events
Future plans and developments
Parks and recreation
General information
Infrastructure (roads, transportation)
Council meetings
Available programs and services
Notices of rate or tax increases
By-laws
Garbage and recycling day/times
Repair/construction notices
None/nothing
Other [specify]

10. And what methods would be best for the City of Coquitlam to communicate information to you? Any others? **(DO NOT READ LIST) [ACCEPT 2 MENTIONS]**

Focus groups or other small group discussions
Surveys (mail surveys, telephone surveys, online surveys)
Council and committee meetings
Email to council/staff
Open houses
Online discussion forums
Comments sheets
None/nothing
Other [specify]

CUSTOMER SERVICE

11. In the last twelve months, have you personally contacted or dealt with the City of Coquitlam or one of its employees?

Yes
No

[IF 'YES' IN Q11, ASK Q12. OTHERWISE, SKIP TO Q17.]
12. And thinking of the last time you contacted the City of Coquitlam, how satisfied were you with the overall service you received? Would you say **(READ LIST)**?

Very satisfied
Somewhat satisfied
Not very satisfied
Not at all satisfied

13. DELETED
14. DELETED
15. DELETED
16. DELETED

TRANSPORTATION

The City of Coquitlam is developing a Strategic Transportation Plan to help shape Coquitlam's transportation investments over the next 20 to 25 years.

17. In your opinion, what is the biggest transportation issue facing the City of Coquitlam today? **[ACCEPT 1 MENTION]**

None
Other [specify]

18. Over the next five to ten years, the City will likely need to implement a range of transportation solutions to manage traffic growth and demand. In doing so, the City will need to establish priorities on transportation spending. How important would you say each of the following transportation improvements are for the City? The first one is **[INSERT ITEM]**. Would you say this is **(READ LIST)**? How about **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

[RANDOMIZE]
Increasing capacity of roads to reduce traffic congestion
Upgrading the condition of existing roads through repaving
Promoting public transit services for both local and regional trips
Improving public transit infrastructure, such as bus stops and shelters
Improving pedestrian facilities such as sidewalks and trails
Expanding bicycle facilities such as bike lanes, pathways, and bike parking
Promoting trip reduction programs, such as working from home, carpooling, and vanpooling

Very important
Somewhat important
Not very important
Not at all important

OTHER ISSUES

Next are a few questions about various topics the City would like citizen feedback on.

19. In your opinion, what is the biggest crime and personal safety issue currently facing Coquitlam? **[ACCEPT 1 MENTION]**

None
Other [specify]

20. In a typical week, how many times do you engage in moderate physical activity or exercise for a period of 30 minutes or more? (IF NECESSARY: Moderate physical activity or exercise includes activities such as walking, jogging, participating in sports, weight training, etc.) **(RECORD NUMBER)** (INTERVIEWER NOTE: We're looking for the number of times people participate, not the number of hours.)

[RANGE 0 TO 40]

DEMOGRAPHICS

Finally, I just want to ask you some questions for statistical purposes.

21. Are you either primarily or jointly responsible for paying property taxes or rent in your household?

Yes
No

22. Do you have any children under the age of 18 living in your household?

Yes
No

23a. How many licensed drivers aged 16 and older are living in your household?

[RANGE 0 TO 99]

23b. How many motor vehicles including cars, trucks, vans and motorcycles are currently owned and insured for use by members of your household? Please include personal and business vehicles.

[RANGE 0 TO 99]

23. Do you own or rent your current place of residence?

Own
Rent

24. How many years have you lived in the City of Coquitlam? **(IF LESS THAN 1 YEAR, ENTER 0)**

[RANGE 0 TO 100]

Thank you for helping us to complete this survey!