

2023 COMMUNITY SATISFACTION SURVEY

City of Coquitlam

Final Report
August 18, 2023

Diversity
Lives Here

Coquitlam

Coquitlam

Ipsos

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INTRODUCTION

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Background and Objectives

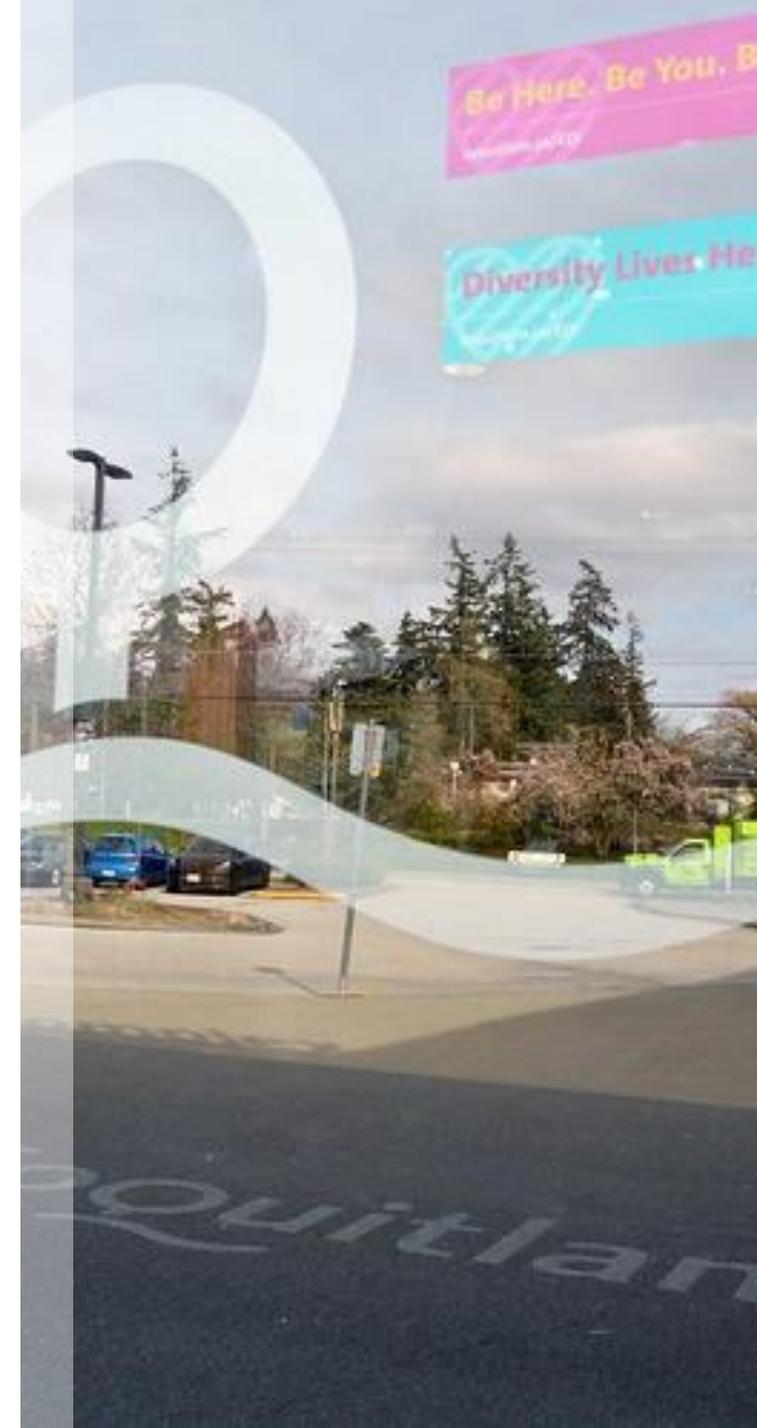
This report presents the findings of the City of Coquitlam's 2023 Community Satisfaction Survey. The main purpose of the Community Satisfaction Survey is to obtain residents' feedback on City services and priorities. Ipsos has been conducting this survey on behalf of the City of Coquitlam since 2003, with the last survey conducted in 2021.

Key research topics include:

- Quality of life
- Important community issues
- Transportation
- City services
- Financial planning
- Parks, recreation, and culture
- Communication and public engagement
- Customer service
- Work

In addition, the 2023 survey also includes new measures on equity, diversity, and inclusion.

Insight gained by this research helps inform future corporate planning processes at the City including budgeting, strategic planning, and business planning.

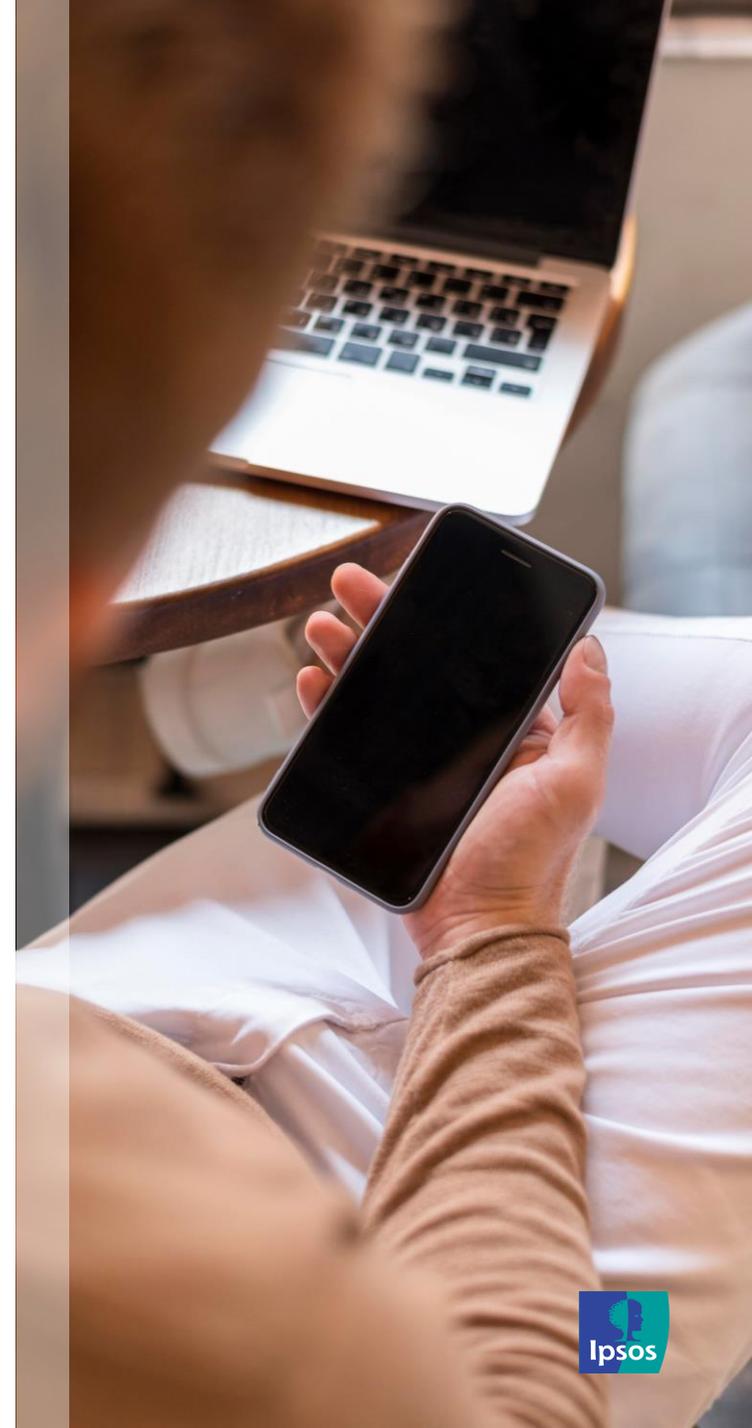


Methodology

Past surveys were conducted using a landline telephone data collection methodology. Recognizing evolving technology and the proliferation of mobile phones, this year's survey was conducted using a hybrid telephone/online approach. This approach offers two main benefits:

1. It offers all households an equal chance of being included in the research, regardless if they have a listed landline or not.
2. It provides some continuity with past surveys to allow for year-over-year comparisons of the results.

Additional details on the methodology used to conduct this year's survey can be found on the following page.



Methodology

Ipsos conducted a total of 250 landline telephone interviews with a randomly selected sample of Coquitlam residents aged 18 years or older. The sample of residents was drawn by postal code.

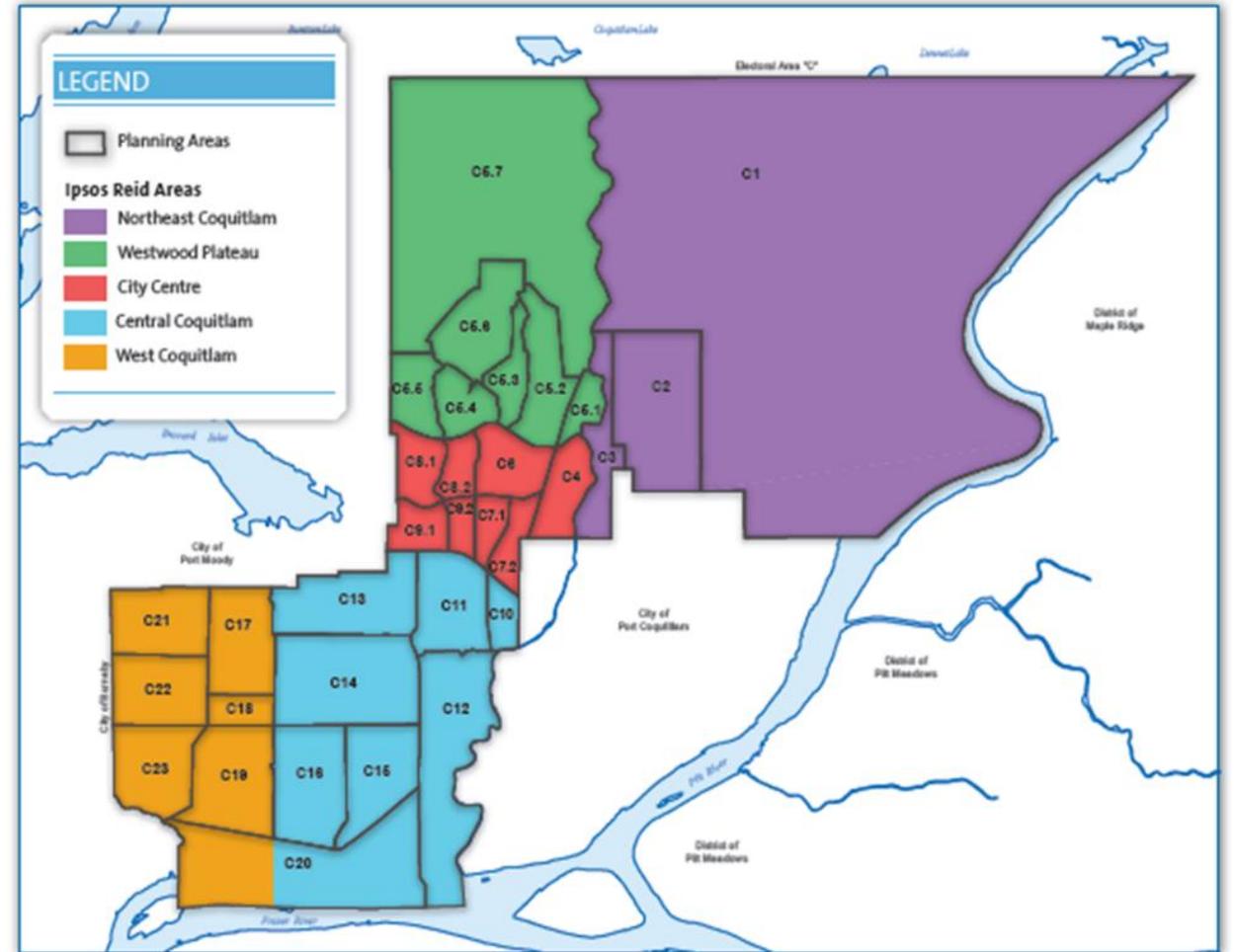
Respondents for the online survey were recruited by mailing survey invitations to a random sample of 5,000 Coquitlam households. The sample for the mail-out was pulled by neighbourhood to ensure representation in all five survey areas (see map to the right). Each invitation included a unique survey ID that expired after a single use, along with a toll-free number that residents could call to complete the survey with an Ipsos interviewer via the telephone, if preferred. A total of 512 surveys were completed online; no surveys were completed via calls to the toll-free number.

The data from the telephone and online surveys were combined to form the final survey sample, resulting in an overall sample size of 762. All respondents were screened to confirm they are 18 years of age or older and residents of Coquitlam.

Fieldwork for the survey was completed between May 23 and June 16, 2023.

The final data has been weighted to ensure that the gender/age and neighbourhood distribution reflects that of the actual population in Coquitlam according to 2021 Census data.

Overall results are accurate to within $\pm 3.6\%$, 19 times out of 20. The margin of error will be larger for sample subgroups.



Interpreting and Viewing the Results

Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Analysis of some of the statistically significant demographic results is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

TRACKING TO PREVIOUS SURVEYS

Where appropriate, this year's results have been compared to past Community Satisfaction Surveys. Comparing the year-over-year results allows the City to understand how citizens' attitudes and priorities are changing, identify new or emerging issues, and monitor perceptions of the City's performance.

Arrows (▼▲) are used to denote significant differences between 2023 and 2021. In consideration of this year's updated methodology, year-over-year changes have only been highlighted where there are significant differences on both the total and phone versus phone. While other results may appear directionally lower, these are more likely to be reflective of the change in methodology as it is not unusual for respondents to answer online surveys less positively than they would via the telephone.

For some questions, survey tracking dates as far back as 2003. While this report primarily focuses on trends over the past decade (e.g., 2023 to 2013), the complete year-over-year survey results for questions with data prior to 2013 have been included as an Appendix.

NORMATIVE COMPARISONS

Where appropriate, this year's results have been compared to Ipsos' database of municipal norms. These norms are based on research Ipsos has conducted in other Canadian municipalities within the past five years. Normative comparisons provide additional insight, context, and benchmarks against which the City of Coquitlam can evaluate its performance.



EXECUTIVE SUMMARY

2

Executive Summary

QUALITY OF LIFE

Perceptions of overall quality of life remain highly positive. Nearly all (94%) citizens rate Coquitlam's overall quality of life as 'very good' (35%) or 'good' (59%), on par with 2021.

However, perceptions of change in quality of life have deteriorated. Overall, 44% feel the quality of life in Coquitlam has 'stayed the same' over the past five years. Among those noticing a change, more say 'worsened' (29%) than 'improved' (22%), resulting in a net momentum score of -7 percentage points. This is a significant shift from past years when quality of life has had consistent positive momentum; for example, the net score in 2021 was +17. Ipsos has seen a general deterioration in this metric over the past few years, with the municipal norm currently sitting at a low of -20.

- Those saying the quality of life has 'improved' attribute this to a variety of factors, with the two leading open-ended responses being "improved transportation/roads" (19%) and "improved recreational facilities/parks" (19%). Other frequently mentioned explanations are "growth/development" (11%) and "SkyTrain/Evergreen Line" (9%).
- "Growth/development" is the number one reason for saying the quality of life has 'worsened' (26% coded open-ends), followed by "crime/community safety/policing" (16%), "economy/rising cost of living" (15%), and "traffic/traffic congestion" (10%). Mentions of "economy/rising cost of living" are up from 2021.

Citizens offer a number of suggestions for improving Coquitlam's quality of life. While citizens' open-ended suggestions span a wide range of issues, the top mentions generally align with addressing the factors seen as contributing to a worsening quality of life. These include "less density/development" (12%), "improve community safety" (9%), "more green space/parks" (8%), "affordable housing" (8%), "improve traffic congestion/flow" (7%), "improve transportation infrastructure/roads" (7%), "improve transit/public transportation" (6%), and "more affordable cost of living" (6%), among others. Nearly one-quarter (24%) are unable to offer any specific suggestions for improving Coquitlam's quality of life.

Executive Summary

IMPORTANT COMMUNITY ISSUES

This year's top three community issues are social, transportation, and public safety. When asked to identify important community issues on a top-of-mind (open-ended) basis, 24% of citizens mention social issues, 20% mention transportation issues, and 18% mention public safety issues. These were also the three leading issues in 2021.

- Social issues is mainly comprised of mentions related to "housing/lack of affordable housing" (19%). Other mentions include "poverty/homelessness" (5%), "seniors issues" (1%), and "equity, diversity, and inclusion" (1%).
- Transportation includes "traffic congestion" (9%), "condition of streets/roads" (4%), "quality/level of public transit" (2%), "active transportation infrastructure (walking, biking)" (2%), "transportation (general)" (1%), "parking" (1%), and "electric vehicles (services, charging stations, etc.)" (1%).
- Public safety includes mentions of "community safety" (10%), "crime (general)" (6%), and "policing/law enforcement" (2%).

Rounding out the top five are growth and development (13%) and municipal government services (13%). Mentions of growth and development have rebounded to previous levels after dipping in 2021.

Only one other issue is mentioned by at least one-in-ten residents, and that is parks, recreation and culture (10%).

Overall, 15% are unable to identify any important issues facing the community on a top-of-mind basis.

TRANSPORTATION

Traffic congestion and public transportation remain citizens' top transportation issues. However, there is increasing concern over the capacity of roads to handle the City's growing population. Similar to previous years, residents' most pressing top-of-mind (open-ended) transportation issues are "traffic/traffic congestion" (20%) and "quality/level of public transportation" (18%). "Capacity of roads" places third, garnering 9% of mentions (up from 2021). Conversely, mentions of "condition of roads" drop slightly to currently sit at 6%. More than one-quarter (27%) are unable to identify any important transportation issues on a top-of-mind basis.

Executive Summary

CITY SERVICES

Residents continue to be satisfied with the overall level and quality of City services. More than nine-in-ten (93%) citizens say they are satisfied with the City's overall services, including 38% saying 'very satisfied' and 55% saying 'somewhat satisfied'. This year's results are statistically consistent with 2021.

Satisfaction with the delivery of specific services also remains high. Public works scores the highest, neighbourhood planning the lowest. Most residents are satisfied (combined 'very/somewhat satisfied' responses) with all nine services assessed. Satisfaction is on par with 2021 in all instances.

Services receiving the highest satisfaction ratings (90% or more) are *public works, including drinking water quality and sewers (94%), parks, trails, and other green space (92%), and fire services (90%)*.

Strong satisfaction ratings (80% or more) are also seen for *recycling and garbage services (87%), police services (86%), sports fields (85%), and recreational and cultural opportunities (84%)*.

The two services scoring relatively lower are *road maintenance (77%) and neighbourhood planning (63%)*.

All the evaluated services are important to citizens, although recycling and garbage services dips slightly this year. Of the nine evaluated services, seven receive an importance score (combined 'very/somewhat important' responses) higher than 90%. The remaining two services are rated important by more than 75% of residents. Moreover, many of these services receive high 'very important' scores.

The overall most important services are *public works, including drinking water quality and sewers (98%), parks, trails, and other green space (97%), road maintenance (97%), fire services (96%), police services (96%), recycling and garbage services (94%, down from 2021), and neighbourhood planning (93%)*

Scoring relatively lower are *recreational and cultural opportunities (89%) and sports fields (78%)*.

Executive Summary

FINANCIAL PLANNING

Most residents continue to say they receive good value for their municipal taxes. Overall, 80% of citizens say they receive good value for their municipal tax dollars, including 16% saying 'very good value' and 65% saying 'fairly good value'. Perceptions of the City's value for taxes are on par with 2021.

The tolerance for tax increases has declined this year. When given a choice between increased taxes or reduced services, 42% of citizens opt for tax increases while 43% say they would prefer service cuts. The tolerance for tax increases is down this year and likely speaks to the high cost of living pressures facing residents today. At the same time, the preference for cutting services has increased. A total of 16% are unable to say which of these options they would prefer.

PARKS, RECREATION, AND CULTURE

Trails, community centres, and parks continue to be citizens' top priorities for parks, recreation, and culture in the city. When asked about investing in parks, recreation, and culture over the next five years, citizens continue to emphasize *hiking, walking, and biking trails* (93% important), *community centres, including senior and youth facilities* (91%), and *neighbourhood parks, including playgrounds and community gardens* (90%) most of all.

Other important priorities include *swimming pools* (82%), *public festivals and community events* (80%), *sports fields and outdoor courts* (77%), *performing arts and theatre* (68%), and *arena facilities for ice sports, curling, and lacrosse* (64%).

The overall least emphasis is put on *indoor racquet and court facilities* (50%).

This year's results are consistent with 2021.

Executive Summary

COMMUNICATION AND PUBLIC ENGAGEMENT

Citizens are most interested in learning about community infrastructure and municipal spending. Citizens are interested in receiving a variety of information from the City, led by “community infrastructure (improvements, updates)” (20% coded open-ends) and “City spending/budgets” (16%). Nearly half (45%) say they have no immediate information needs, on par with 2021.

Email is the best way of communicating information to citizens. Of all the channels available for the City to communicate information to residents, “email” is preferred most of all (47% coded open-ends), followed by “mail” (26%), “online/City website” (20%), “newsletter/pamphlet/flyer/brochure” (13%), and “social media (Twitter, Facebook, etc.)” (13%). Communication preferences have not changed since 2021.

When contacting the City, most would prefer to reach out via the telephone or email. Overall, 64% of residents say they would prefer to contact the City via the “telephone”. Another 56% mention “email”. In distant third place is “online/City website” (10%, down from 2021).

Just under three-in-ten citizens say they have participated in a City engagement within the last two years. Overall, 27% of citizens say they participated in a public engagement with the City of Coquitlam within the last two years, on par with 2021. Among these residents:

- Participation most commonly occurred via remote methods that did not involve direct interaction with City staff, including *mail* (53%), *any other type of online survey [excluding Viewpoint]* (40%), and *online information session or open house* (31%).
- “Mail” is the most frequently mentioned way of learning about opportunities to provide input (30% coded open-ends), which may be at least partly attributable to the mail survey invitations used to recruit respondents for this year’s online survey. Nearly one-quarter (23%) are unable to recall how they learned about the opportunity to provide input.

Citizens are most interested in participating in public consultation with the City via surveys, either like this or on the City’s website. Overall, 76% say they are interested in participating in public consultation via *surveys like this* and 74% say via *feedback forms or online surveys on the City’s website*. *Public open houses or information sessions where residents can observe and comment on information presented* are the next most appealing methods of public consultation, whether *online* (61%) or *in-person* (57%). Residents are less interested in *community workshops where residents take part in active discussion sessions* (50%), *small community focus groups* (49%), *the City’s Facebook, Instagram, or Twitter page* (46%), *online blogs or discussion forums* (41%), and *mail in workbooks* (37%). This year’s results are statistically similar to 2021.

Executive Summary

CUSTOMER SERVICE

Four-in-ten say they have contacted the City in the last 12 months. In total, 40% of citizens say they personally contacted or dealt with the City of Coquitlam or one of its employees in the last 12 months. While slightly higher than 2021, this change is not statistically significant and claimed contact with the City continues to be lower than what was reported pre-pandemic. Among those who contacted the City:

- “Garbage/recycling collection” is the most common reason for establishing contact (14% coded open-ends), followed by “parks/recreational facilities” (10%), “pay my taxes/utilities” (9%), “license/permit” (8%), “roads/pathways (maintenance)” (5%), and “parking” (5%).
- Contact was most often established via the telephone (49% coded open-ends). The next most frequently mentioned contact methods are “email” (23%) and “in-person” (17%).

Satisfaction with the City’s customer service has slipped. Overall, 76% of those who contacted the City in the last 12 months say they are satisfied (combined ‘very/somewhat satisfied’ responses) with the *overall service received*, down from 2021.

Citizens are most satisfied with *the courteousness of the staff* (87%), *the ease of reaching staff* (81%), and *the ability of staff to understand your needs* (80%). Many are also satisfied with *staff’s knowledge* (79%), *staff’s helpfulness* (78%), *the speed and timeliness of service* (76%), and *staff’s ability to resolve your issue* (69%).

This year’s ratings are lower than 2021 in several areas, including *the courteousness of staff*, *the ability of staff to understand your needs*, *staff’s knowledge*, and *the speed and timeliness of service*.

WORK

Key employment metrics are stable. Overall, 63% of citizens say they are employed either ‘full-time’ (53%) or ‘part-time’ (10%). Among those working or attending school, nearly one-quarter (24%) say their employment or school is ‘based in Coquitlam’. These results are statistically consistent with 2021.

Executive Summary

New Questions
Added in 2023

EQUITY, DIVERSITY, AND INCLUSION

Attitudes towards the City's commitment to Equity, Diversity, and Inclusion are mainly positive. More than seven-in-ten residents agree (rated as a 4 or 3 on a 4-point scale where 4 is 'completely agree' and 1 is 'completely disagree') with each of the following statements:

- *The City of Coquitlam is working towards fostering a city that is inclusive and accepting (76%)*
- *The City of Coquitlam is striving to create a city that is equally accessible for residents, not matter their ability (75%)*
- *The City of Coquitlam should continue to enhance programs and services as it relates to diversity and inclusion (71%)*

Attitudes towards actions the City is taking to ensure a high quality of life are slightly lower, with 69% agreeing *the City of Coquitlam is moving in the right direction to ensure a high quality of life for future generations.*

Most residents say they feel a sense of acceptance and belonging, and view inclusivity in Coquitlam favourably. A strong majority of residents agree (rated as a 4 or 3 on a 4-point scale where 4 is 'completely agree' and 1 is 'completely disagree') with each of the following statements:

- *I feel accepted regardless of my background, identity, or lifestyle in Coquitlam (88%)*
- *I feel a sense of belonging in my own neighbourhood (87%)*
- *People in Coquitlam are friendly and inclusive (86%)*
- *Equity, diversity, and inclusion are important to me (85%)*

Key Takeaways

1. Citizens say Coquitlam offers a good quality of life overall but this has worsened over the past five years, citing concerns around growth, community safety, and the rising cost of living.
2. Social issues (particularly housing), transportation, and public safety continue to be seen as the three most important issues facing the community. Mentions of growth and development have rebounded to previous levels after dipping in 2021.
3. Citizens continue to be satisfied with the services the City provides. There are no significant shifts in satisfaction with any of the evaluated services this year.
4. Perceptions of the City's value for taxes remain high but the tolerance for tax increases has declined.
5. Satisfaction with the City's customer service has slipped. This includes a drop in satisfaction with the overall service received as well as specific service elements including courteousness, understanding of needs, knowledge, and speed and timeliness of service.
6. New measures assessing attitudes towards Equity, Diversity, and Inclusion in Coquitlam are mainly positive.



DETAILED FINDINGS

3

QUALITY OF LIFE

Quality of Life Section Summary

Perceptions of overall quality of life remain highly positive. Nearly all (94%) citizens rate Coquitlam's overall quality of life as 'very good' (35%) or 'good' (59%), on par with both 2021 and the municipal norm.

- Those living in Westwood Plateau and Central Coquitlam are more likely to rate the quality of life as 'very good' (47% and 44% respectively versus 23% of West Coquitlam, 34% of Northeast Coquitlam, 36% of City Centre).

However, perceptions of change in quality of life have deteriorated. Overall, 44% feel the quality of life in Coquitlam has 'stayed the same' over the past five years. Among those noticing a change, more say 'worsened' (29%) than 'improved' (22%), resulting in a net momentum score of -7 percentage points. This is a significant shift from past years when quality of life has had consistent positive momentum; for example, the net score in 2021 was +17. Ipsos has seen a general deterioration in this metric over the past few years, with the municipal norm currently sitting at a low of -20.

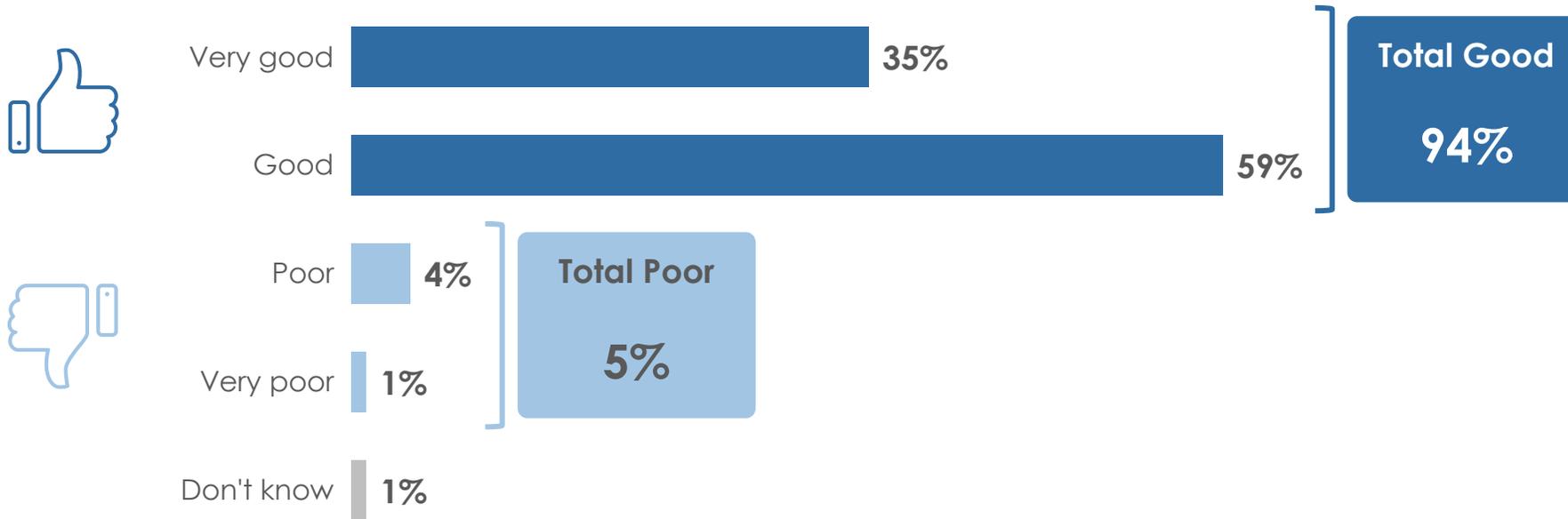
- Those living in West Coquitlam are more likely to report a worsening quality of life (39% versus 21% of Central Coquitlam, 23% of City Centre, 24% of Northeast Coquitlam, 31% of Westwood Plateau).
- Conversely, perceptions of an improving quality of life are higher among those living in City Centre (30% versus 16% of West Coquitlam, 21% of Westwood Plateau, 21% of Central Coquitlam, 28% of Northeast Coquitlam), younger residents (31% of 18-44 years versus 19% of 45+ years), and those who have lived in Coquitlam for 20 years or less (28% versus 16% of more than 20 years).

Transportation and recreation are the two main reasons for saying the quality of life has improved. Those saying the quality of life has 'improved' attribute this to a variety of factors, with the two leading open-ended responses being "improved transportation/roads" (19%) and "improved recreational facilities/parks" (19%). Other frequently mentioned explanations are "growth/development" (11%) and "SkyTrain/Evergreen Line" (9%).

Concerns over growth, community safety, the rising cost of living, and traffic all contribute to perceptions of a worsened quality of life. Overall, "growth/development" is the number one reason for saying the quality of life has 'worsened' (26% coded open-ends). This is followed by "crime/community safety/policing" (16%), "economy/rising cost of living" (15%), and "traffic/traffic congestion" (10%). Mentions of "economy/rising cost of living" are up 10 percentage points from 2021.

Citizens offer a number of suggestions for improving Coquitlam's quality of life. While citizens' open-ended suggestions span a wide range of issues, the top mentions generally align with addressing the factors seen as contributing to a worsening quality of life. These include "less density/development" (12%), "improve community safety" (9%), "more green space/parks" (8%), "affordable housing" (8%), "improve traffic congestion/flow" (7%), "improve transportation infrastructure/roads" (7%), "improve transit/public transportation" (6%), and "more affordable cost of living" (6%), among others. Nearly one-quarter (24%) are unable to offer any specific suggestions for improving Coquitlam's quality of life.

Overall Quality of Life



	2013	2015	2016	2017	2018	2019	2021	2023	NORM
	(n=400)	(n=501)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=762)	
Total Good	98%	98%	98%	98%	98%	98%	97%	94%	92%
Very good	50%	51%	49%	48%	48%	48%	48%	35%	36%

Base: All respondents (n=762)
 Q2. How would you rate the overall quality of life in the City of Coquitlam today?

Change in Quality of Life Past Five Years



Improved **22%**



Stayed the same **44%**



Worsened **29%**



Don't know **5%**



NET Score (2023)
Improved - Worsened

-7

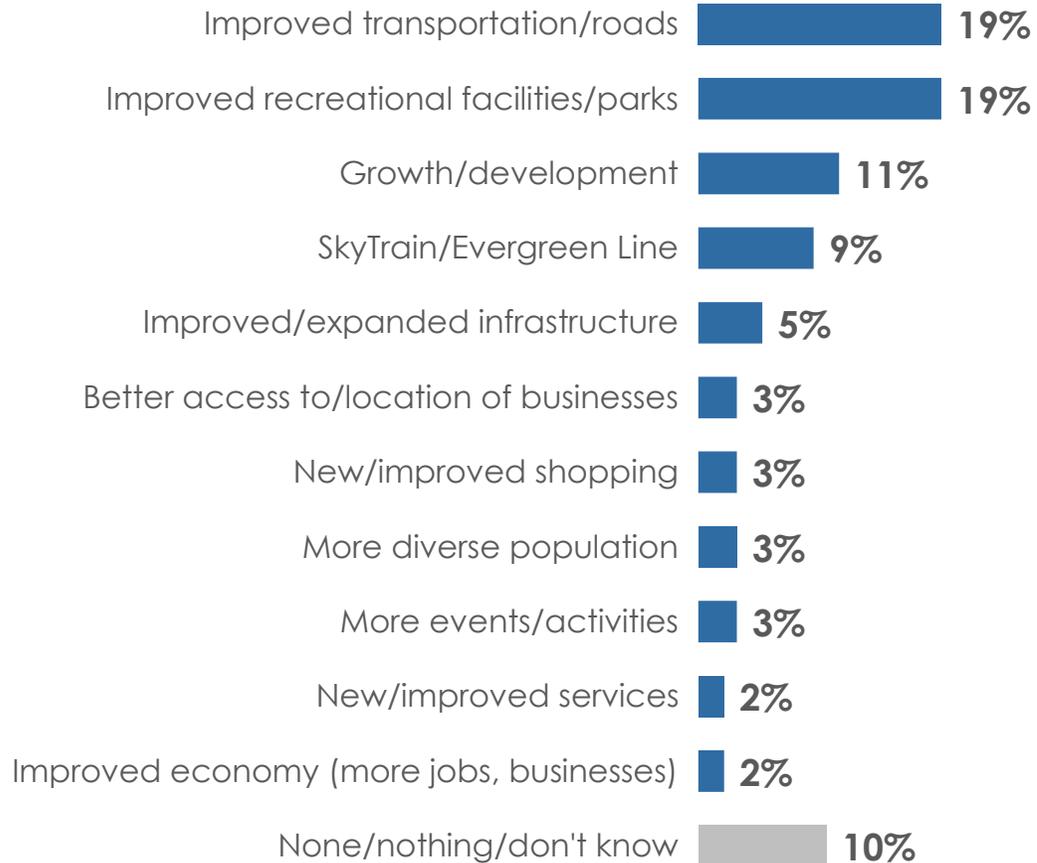
	2013	2015	2016	2017	2018	2019	2021	2023	NORM*
	(n=400)	(n=501)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=762)	
NET Score	+12	+10	+11	+18	+11	+15	+17	-7 ▼	-20 ▼

(-13 in 2021)

* Norm is how quality of life has changed over the past three years.
Base: All respondents (n=762)
Q3. Do you feel that the quality of life in the City of Coquitlam in the past five years has improved, stayed the same, or worsened?

Reasons Quality of Life has Improved

(among those saying the quality of life has improved) (coded open-ends)



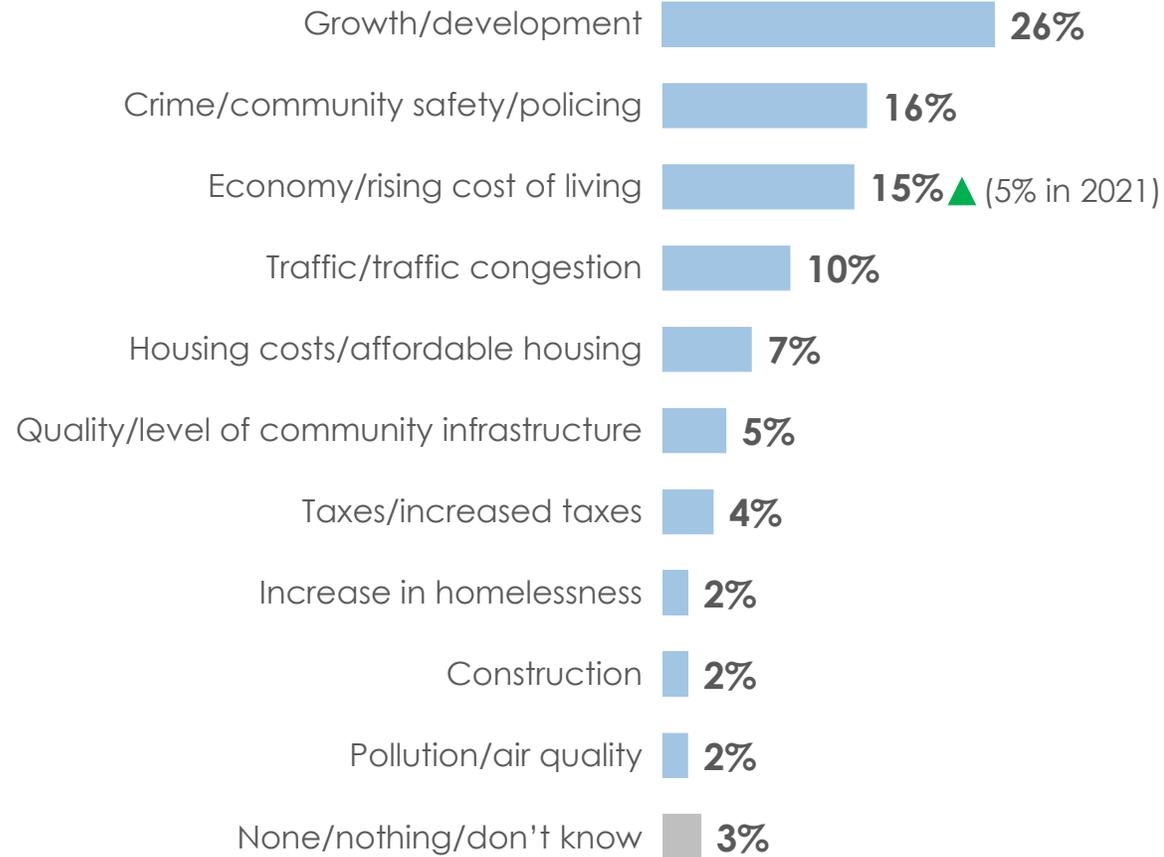
Note: Mentions <2% not shown.

Base: Those saying the quality of life has improved (n=162)

Q4. Why do you think the quality of life has improved?

Reasons Quality of Life has Worsened

(among those saying the quality of life has worsened) (coded open-ends)



Top Mentions (2021)

(n=102)

Growth/development	32%
Crime/community safety/ policing	23%
Traffic/traffic congestion	13%

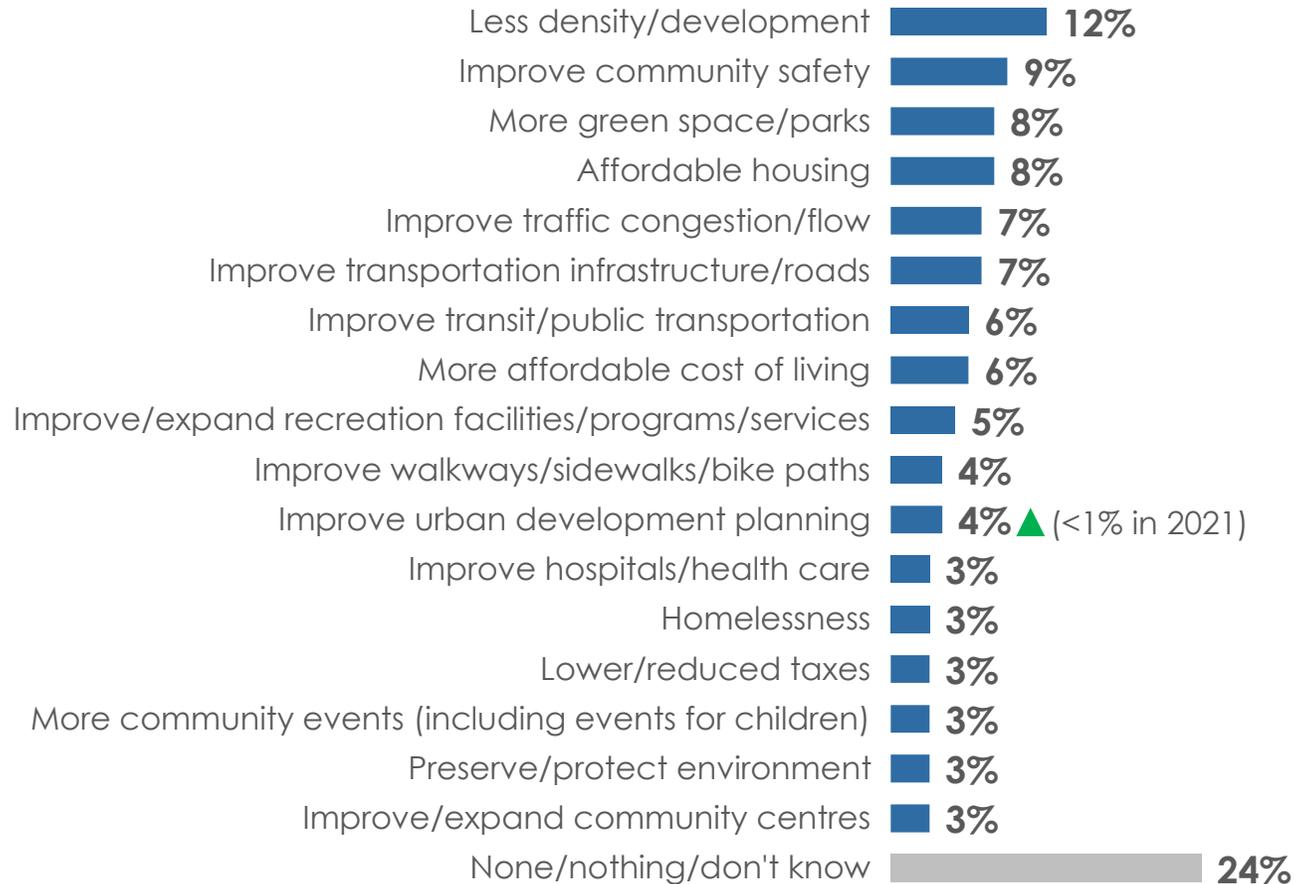
Note: Mentions <2% not shown.

Base: Those saying the quality of life has worsened (n=209)

Q5. Why do you think the quality of life has worsened?

Suggestions for Improving Quality of Life

(coded open-ends, multiple responses allowed)



Note: Mentions <3% not shown.

Base: All respondents (n=762)

Q6. Thinking about all of the different things that contribute to the quality of life in Coquitlam, what specific actions do you think the City could take to improve the quality of life? Anything else?

IMPORTANT COMMUNITY ISSUES

Important Community Issues Section Summary

This year's top three community issues are social, transportation, and public safety. When asked to identify important community issues on a top-of-mind (open-ended) basis, 24% of citizens mention social issues, 20% mention transportation issues, and 18% mention public safety issues. These were also the three leading issues in 2021. While social issues top this year's public issue agenda, mentions in Coquitlam are still lower than the municipal norm of 31%. Mentions of transportation and public safety are consistent with the norm.

- Social issues is mainly comprised of mentions related to “housing/lack of affordable housing” (19%). Other mentions include “poverty/homelessness” (5%), “seniors issues” (1%), and “equity, diversity, and inclusion” (1%).
 - Mentions of social issues are higher among those living in West Coquitlam and City Centre (32% and 31% respectively versus 11% of Northeast Coquitlam, 14% of Westwood Plateau, 20% of Central Coquitlam) and both younger and older residents (includes 30% of 18-44 years and 26% of 55+ years versus 16% of 45-54 years).
- Transportation includes “traffic congestion” (9%), “condition of streets/roads” (4%), “quality/level of public transit” (2%), “active transportation infrastructure (walking, biking)” (2%), “transportation (general)” (1%), “parking” (1%), and “electric vehicles (services, charging stations, etc.)” (1%).
- Public safety includes mentions of “community safety” (10%), “crime (general)” (6%), and “policing/law enforcement” (2%).

Rounding out the top five are growth and development (13%) and municipal government services (13%). Mentions of growth and development are up 6 percentage points, rebounding to previous levels after dipping in 2021.

- Growth and development includes mentions of “level of development” (4%), “growth/development (general)” (4%), “population growth” (3%), and “construction” (1%).
- Municipal government services includes a couple of mentions that could also be growth-related; these are “infrastructure (unspecified)” (4%) and “City planning/zoning” (2%). Other mentions included under municipal government services are “municipal government services (general)” (1%), “garbage” (1%), “snow removal” (1%), “water” (1%), “animal/dog control” (1%), and “other municipal government services” (2%).

Only one other issue is mentioned by at least one-in-ten residents, and that is parks, recreation and culture (10%). Related mentions include “parks, recreation, culture (general)” (5%), “recreation facilities/services” (3%), “community activities (including activities for children)” (1%), “not enough parks/green space” (1%), and “other parks, recreation, culture mentions” (1%).

- Mentions are higher among those living in households with children under the age of 18 (16% versus 7% of those without children at home).

Overall, 15% are unable to identify any important issues facing the community on a top-of-mind basis.

Important Community Issues

(coded open-ends, multiple responses allowed)

■ First mention ■ Second mention ■ Total Mentions

	TOTAL MENTIONS								
	NORM	2013 (n=400)	2015 (n=501)	2016 (n=500)	2017 (n=500)	2018 (n=500)	2019 (n=500)	2021 (n=500)	2023 (n=762)
Social (NET)	31%	5%	8%	17%	22%	27%	25%	23%	24%
Transportation (NET)	22%	37%	39%	35%	36%	36%	34%	15%	20%
Public safety (NET)	17%	10%	11%	8%	7%	5%	5%	13%	18%
Growth & development (NET)	9%	7%	10%	10%	10%	15%	15%	7%	13%▲
Municipal gov't services (NET)	9%	7%	7%	9%	11%	7%	10%	8%	13%
Parks, recreation, & culture (NET)	7%	6%	7%	6%	7%	7%	7%	10%	10%
Taxation/municipal gov't spending (NET)	8%	15%	11%	11%	6%	9%	8%	5%	7%
Economy (NET)	8%	4%	2%	1%	0%	1%	3%	3%	6%
Healthcare (NET)	5%	2%	2%	1%	6%	4%	3%	6%	5%
Education (NET)	3%	10%	9%	7%	6%	5%	6%	5%	4%
Environment (NET)	3%	2%	5%	2%	4%	3%	4%	3%	3%
COVID-19 (NET)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	6%	0%▼
Other (NET)	8%	13%	12%	10%	10%	11%	11%	4%	6%
None/nothing/don't know									15%

Note: Public safety was labelled as crime prior to 2021.

Base: All respondents (n=762)

Q1. 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? Are there any other important local issues?

TRANSPORTATION

Important Transportation Issues Section Summary

Traffic congestion and public transportation remain citizens' top transportation issues. However, there is increasing concern over the capacity of roads to handle the City's growing population. Similar to previous years, residents' most pressing top-of-mind (open-ended) transportation issues are "traffic/traffic congestion" (20%) and "quality/level of public transportation" (18%). "Capacity of roads" places third, garnering 9% of mentions (up 8 percentage points from 2021).

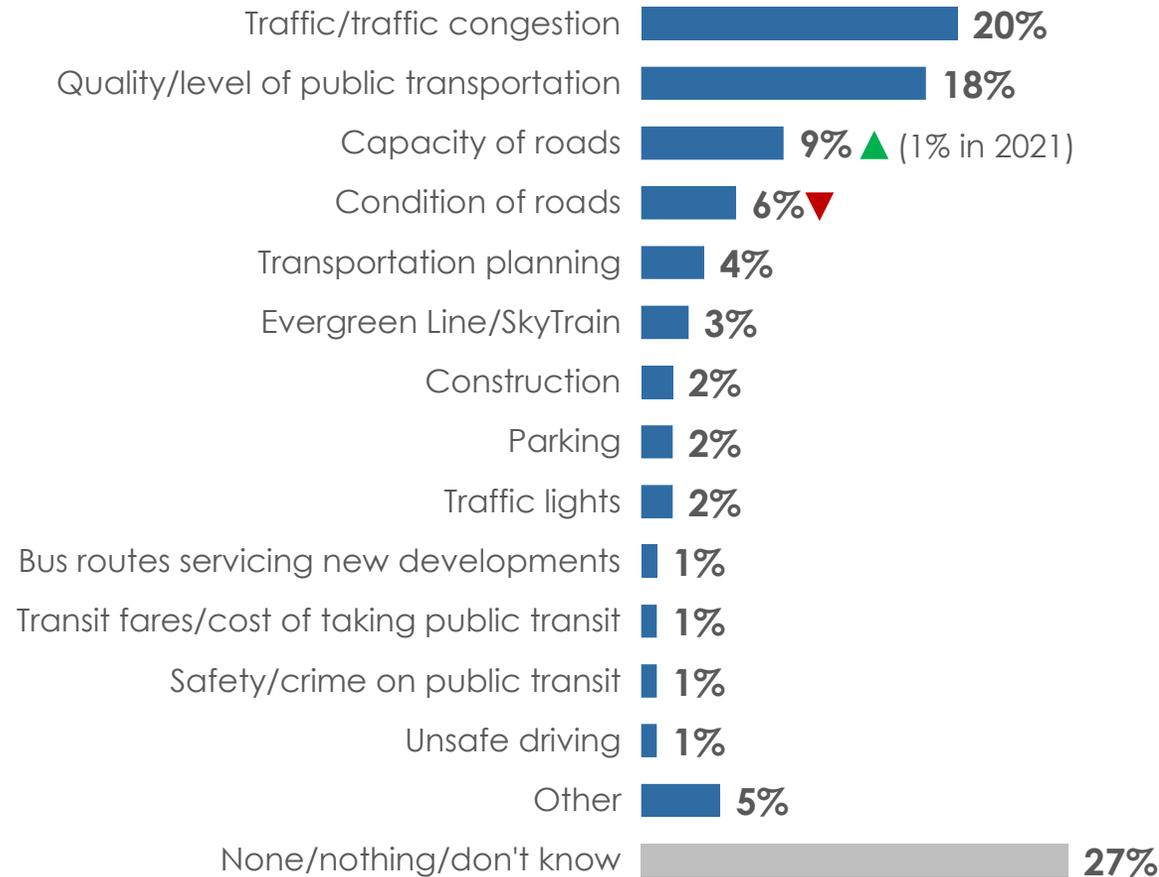
- Those living in West Coquitlam are *less* likely than those living elsewhere to mention "traffic/traffic congestion" (12% versus 28% of Westwood Plateau, 24% of Central Coquitlam, 22% of City Centre, 20% of Northeast Coquitlam).

Conversely, mentions of "condition of roads" drop slightly (6%, down 4 percentage points).

More than one-quarter (27%) are unable to identify any important transportation issues on a top-of-mind basis.

Important Transportation Issues

(coded open-ends)



Top Mentions (2021)

(n=500)

Traffic/traffic congestion	26%
Quality/level of public transportation	23%
Condition of roads	10%

Base: All respondents (n=762)

Q19. In your opinion, what is the biggest transportation issue facing the City of Coquitlam today?

CITY SERVICES

City Services Section Summary

Residents continue to be satisfied with the overall level and quality of City services. More than nine-in-ten (93%) citizens say they are satisfied with the City's overall services, including 38% saying 'very satisfied' and 55% saying 'somewhat satisfied'. This year's results are statistically consistent with 2021. Overall satisfaction with City services in Coquitlam is higher than average (municipal norm: 87% total satisfied, including 29% 'very satisfied').

- 'Very satisfied' ratings are higher among those living in Westwood Plateau and Central Coquitlam (46% and 44% respectively versus 28% of Northeast Coquitlam, 30% of West Coquitlam, 42% of City Centre) and women (44% versus 32% of men).

Satisfaction with the delivery of specific services also remains high. Public works scores the highest, neighbourhood planning the lowest. Most residents are satisfied (combined 'very/somewhat satisfied' responses) with all nine services assessed. Satisfaction is on par with 2021 in all instances.

Services receiving the highest satisfaction ratings (90% or more) are *public works, including drinking water quality and sewers (94%), parks, trails, and other green space (92%), and fire services (90%)*.

- Satisfaction with *parks, trails, and other green space* is higher among those who have lived in Coquitlam for more than 20 years (95% versus 89% of 20 years or less).

Strong satisfaction ratings (80% or more) are also seen for *recycling and garbage services (87%), police services (86%), sports fields (85%), and recreational and cultural opportunities (84%)*. While high, satisfaction with *recreational and cultural opportunities* in Coquitlam is lower than average (municipal norm: 91% total satisfied).

- Satisfaction with *police services* is lower among those living in Northeast Coquitlam (73% versus 91% of Westwood Plateau, 90% of Central Coquitlam, 87% of City Centre, 87% of West Coquitlam).
- Satisfaction with *sports fields* is higher among men (91% versus 80% of women).

The two services scoring relatively lower are *road maintenance (77%) and neighbourhood planning (63%)*. Notably, satisfaction with *road maintenance* in Coquitlam is higher than average (municipal norm: 72% total satisfied).

- Satisfaction with *road maintenance* is higher among those living in City Centre and Westwood Plateau (83% and 82% respectively versus 69% of West Coquitlam, 77% of Central Coquitlam, 78% of Northeast Coquitlam).
- Satisfaction with *neighbourhood planning* is higher among those living in Westwood Plateau (77% versus 57% of West Coquitlam, 60% of Northeast Coquitlam, 63% of Central Coquitlam, 64% of City Centre).

City Services Section Summary

All the evaluated services are important to citizens, although recycling and garbage services dips slightly this year. Of the nine evaluated services, seven receive an importance score (combined 'very/somewhat important' responses) higher than 90%. The remaining two services are rated important by more than 75% of residents. Moreover, many of these services receive high 'very important' scores.

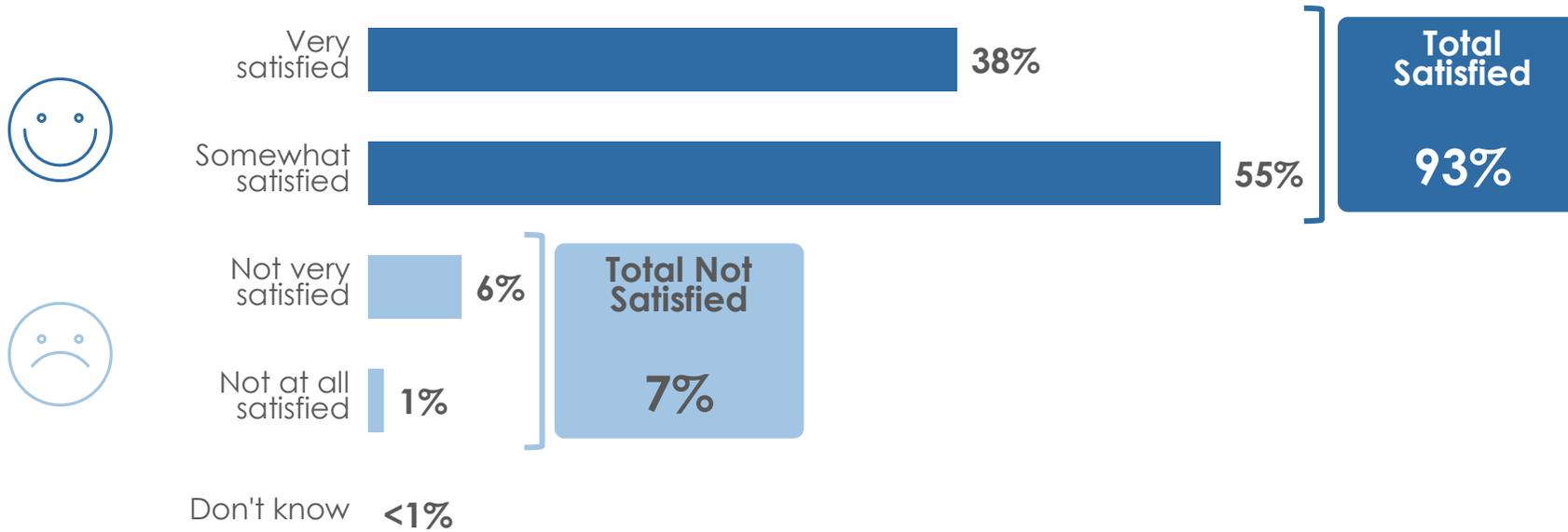
The overall most important services are:

- *Public works, including drinking water quality and sewers (98%)*
- *Parks, trails, and other green space (97%)*
- *Road maintenance (97%)*
- *Fire services (96%)*
- *Police services (96%)*
- *Recycling and garbage services (94%, down 4 percentage points from 2021)*
- *Neighbourhood planning (93%)*

Scoring relatively lower are *recreational and cultural opportunities (89%)* and *sports fields (78%)*. The emphasis placed on *sports fields* in Coquitlam is lower than average (municipal norm: 83% total important).

- *Recreational and cultural opportunities* are more important to women (94% versus 86% of men).
- *Sports fields* are more important to those living in Westwood Plateau (85% versus 68% of City Centre, 78% of Northeast Coquitlam, 81% of Central Coquitlam, 81% of West Coquitlam) and those living in households with children under the age of 18 (91% versus 73% of those without children at home).

Overall Satisfaction with City Services

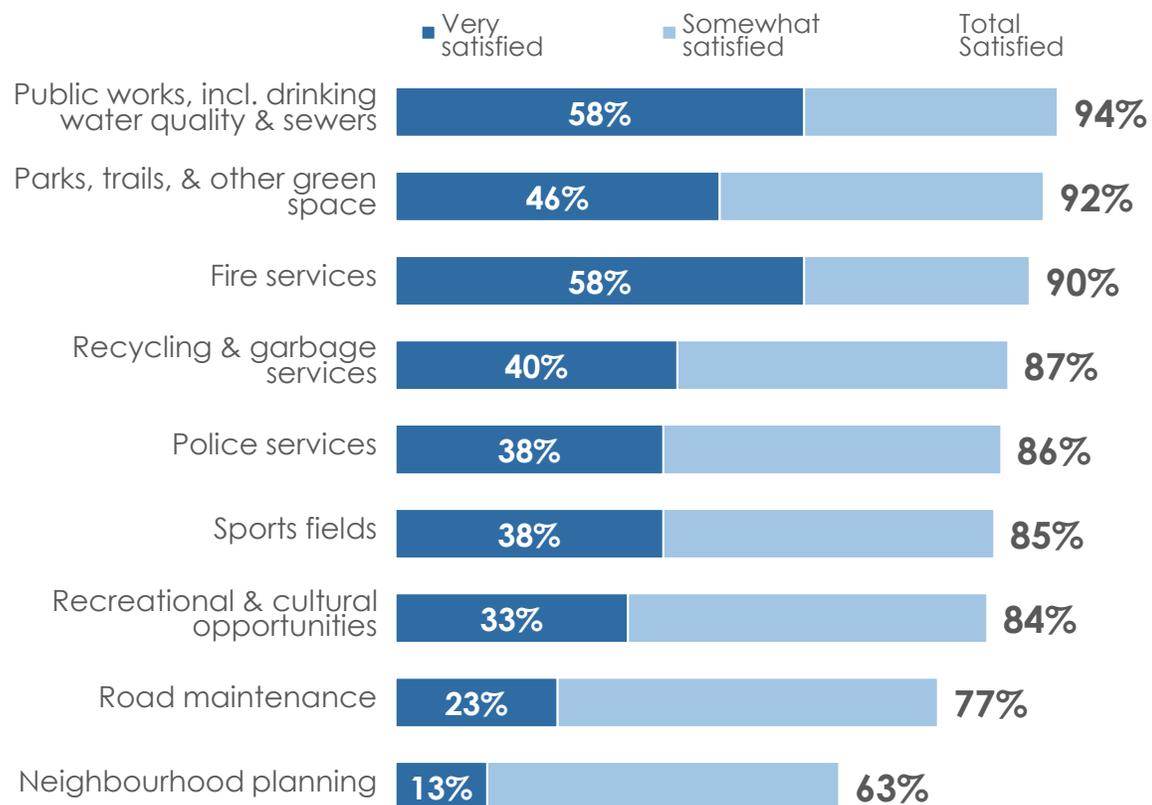


	2013	2015	2016	2017	2018	2019	2021	2023	NORM
	(n=400)	(n=501)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=762)	
Total Satisfied	97%	96%	97%	95%	94%	96%	96%	93%	87%
Very satisfied	44%	39%	37%	39%	39%	46%	48%	38%	29%

Base: All respondents (n=762)

Q8. Now, please rate how satisfied you are with the overall level and quality of services provided by the City of Coquitlam.

Satisfaction with Specific City Services

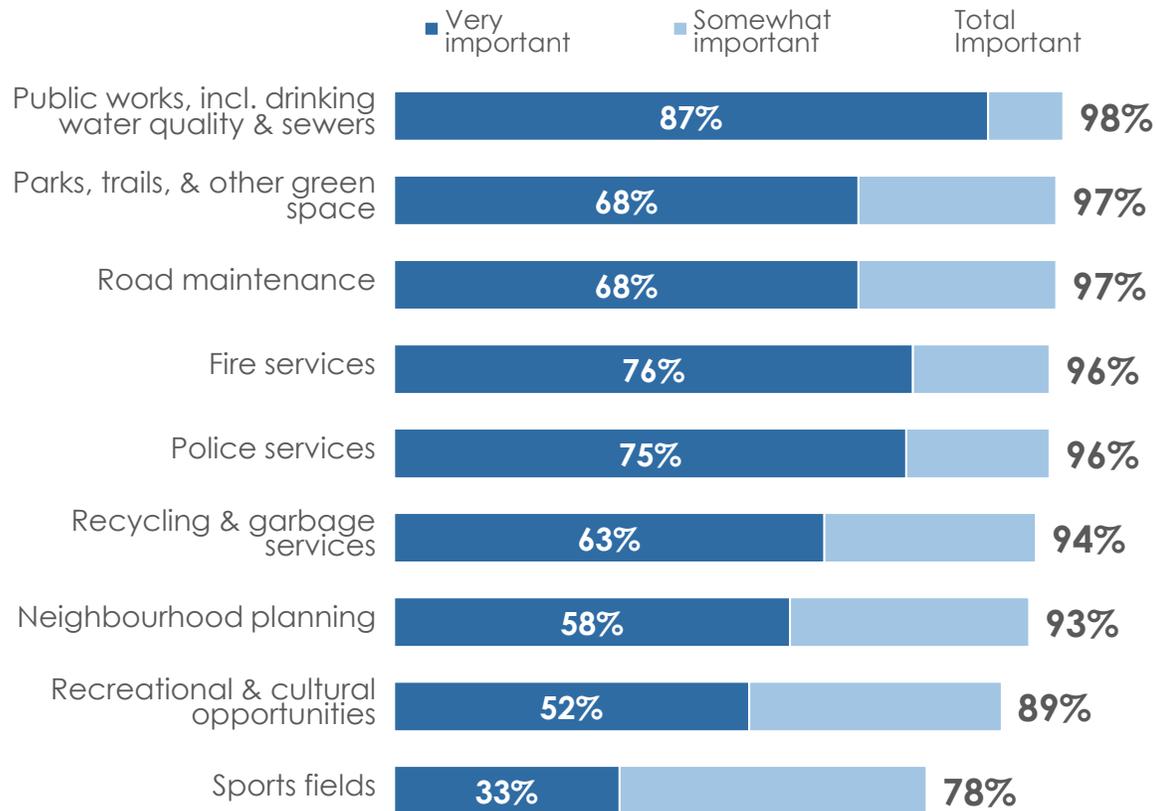


NORM	TOTAL SATISFIED							
	2013 (n=400)	2015 (n=501)	2016 (n=500)	2017 (n=500)	2018 (n=500)	2019 (n=500)	2021 (n=500)	2023 (n=762)
96%	98%	98%	98%	98%	98%	97%	98%	94%
92%	97%	97%	96%	96%	97%	96%	95%	92%
94%	98%	96%	98%	98%	98%	97%	96%	90%
89%	92%	88%	91%	88%	86%	91%	93%	87%
85%	95%	93%	95%	96%	96%	96%	93%	86%
89%	94%	93%	93%	95%	92%	92%	93%	85%
91%	93%	93%	94%	90%	92%	90%	94%	84%
72%	83%	80%	81%	74%	83%	81%	83%	77%
67%	80%	77%	79%	77%	75%	75%	78%	63%

Base: All respondents (n=762)

Q8. How satisfied are you with each of the following services? (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

Importance of Specific City Services



TOTAL IMPORTANT								
NORM	2013 (n=400)	2015 (n=501)	2016 (n=500)	2017 (n=500)	2018 (n=500)	2019 (n=500)	2021 (n=500)	2023 (n=762)
99%	99%	99%	98%	99%	99%	99%	99%	98%
96%	95%	96%	97%	97%	96%	96%	98%	97%
98%	97%	98%	98%	99%	98%	98%	96%	97%
99%	98%	98%	98%	99%	98%	99%	98%	96%
98%	98%	99%	99%	99%	97%	97%	96%	96%
98%	96%	96%	98%	97%	93%	98%	98%	94% ▼
93%	93%	92%	93%	94%	93%	94%	93%	93%
91%	91%	91%	92%	94%	90%	94%	94%	89%
83%	84%	86%	84%	81%	80%	88%	83%	78%

Base: All respondents (n=762)

Q7. 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.

Action Grid

An Importance versus Satisfaction Action Grid was plotted to better understand the City of Coquitlam's perceived strengths and areas for improvement. This analysis simultaneously displays the perceived value (e.g., importance) of the City's services and how well the City is seen to be performing (e.g., satisfaction) in each area.

Action Grids are a relative type of analysis, meaning that services are scored relative to one another. As such, there will always be areas of strength and areas for improvement.

Individual services would fall into one of four categories:

- **Primary Strengths** are services rated relatively high for both importance and satisfaction. Efforts should be made to maintain high levels of satisfaction with these key services.
- **Primary Areas for Improvement** are services rated relatively high in importance and relatively low in satisfaction. These are key service opportunities for improvement.
- **Secondary Strengths** are services with relatively high satisfaction ratings but lower importance ratings. These services can be considered as 'low maintenance'; while maintaining positive perceptions would be beneficial, they are of lower priority than other areas.
- **Secondary Areas for Improvement** are services relatively low in satisfaction but are also generally less important. Depending on available resources and priorities, the City may or may not decide to make a targeted effort to improve performance in these lower priority areas. These could also be considered longer-term action items to be addressed when resources permit.



Action Grid Summary

Analyzing importance versus satisfaction shows that the City has five primary strengths and one secondary strength. Primary strengths include:

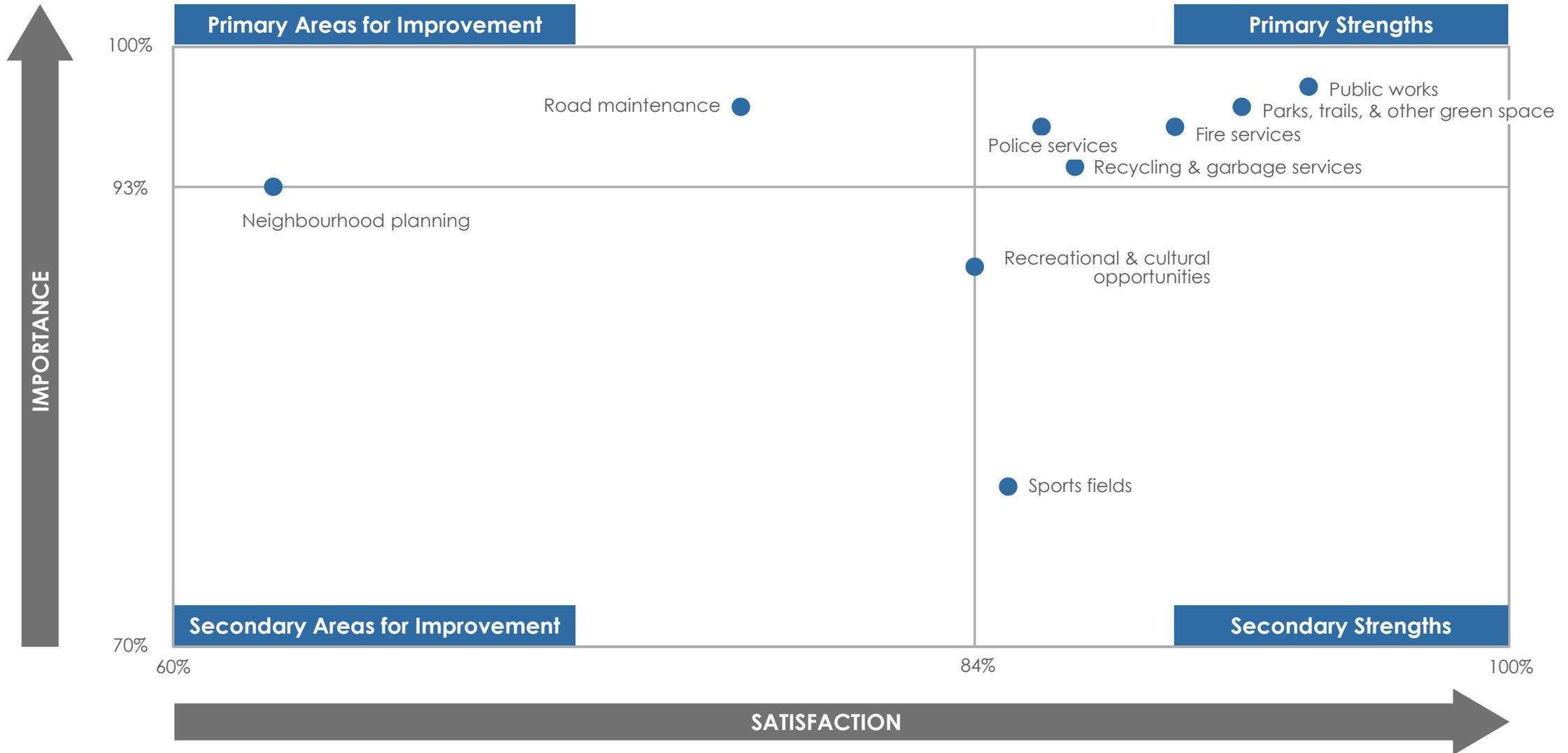
- *Public works, including drinking water quality and sewers*
- *Parks, trails, and other green space*
- *Fire services*
- *Recycling and garbage services*
- *Police services*

The City's one secondary strength is *sports fields*.

There are two opportunities for improvement. The City has one primary opportunity for improvement this year, and that is *road maintenance*. *Neighbourhood planning* is also an area for improvement but sits on the border of being a primary/secondary area for improvement.

Recreational and cultural opportunities is neither a strength nor an opportunity for improvement. This service sits on the border of being a secondary strength versus a secondary area for improvement.

Action Grid



FINANCIAL PLANNING

Financial Planning Section Summary

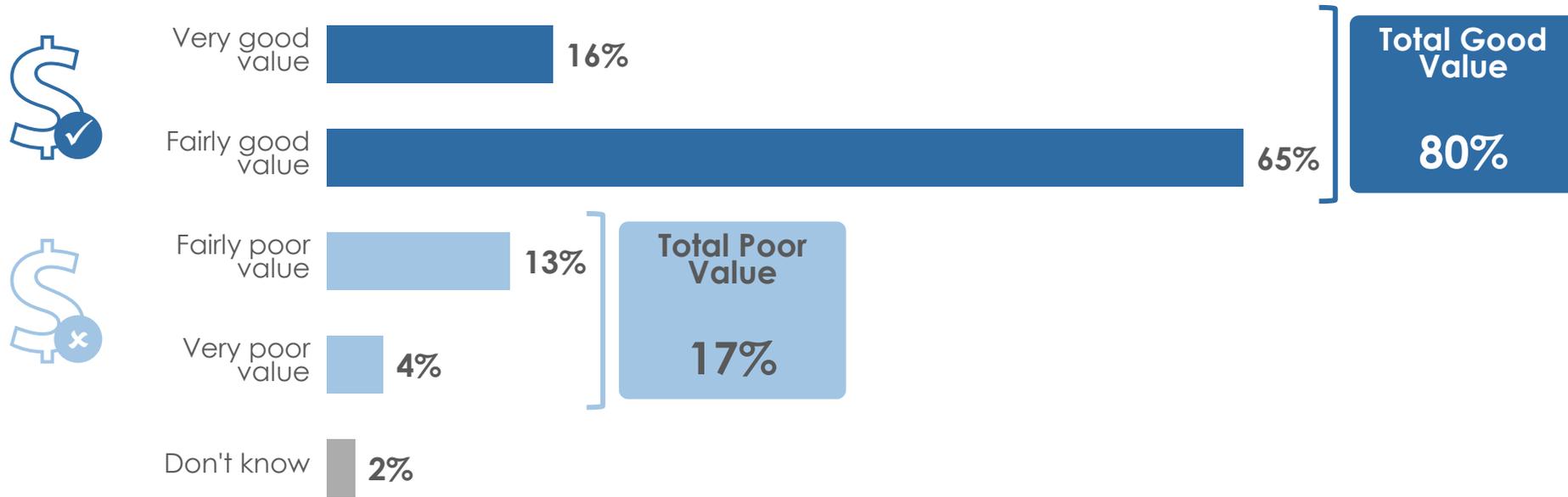
Most residents continue to say they receive good value for their municipal taxes. Overall, 80% of citizens say they receive good value for their municipal tax dollars, including 16% saying 'very good value' and 65% saying 'fairly good value'. Perceptions of the City's value for taxes are on par with both 2021 and the municipal norm.

- Overall perceptions of value for taxes are higher among those living in Central Coquitlam, Westwood Plateau, and City Centre (86%, 85%, and 85% respectively versus 71% of Northeast Coquitlam, 75% of West Coquitlam) and those who have lived in Coquitlam for more than 20 years (85% versus 77% of 20 years or less).

The tolerance for tax increases has declined this year. When given a choice between increased taxes or reduced services, 42% of citizens opt for tax increases while 43% say they would prefer service cuts. A total of 16% are unable to say which of these options they would prefer. The tolerance for tax increases is down 12 percentage points this year and likely speaks to the high cost of living pressures facing residents today. At the same time, the preference for cutting services has increased by 10 percentage points. This year's results are different from the municipal norm, which shows an overall preference for tax increases (50%) over service cuts (38%). However, it is important to note that the norm is based on research Ipsos has conducted with other Canadian municipalities within the past five years and may underrepresent the current cost of living crisis.

- Residents who are more likely to opt for an increase in taxes include those living in West Coquitlam, City Centre, and Central Coquitlam (46%, 45%, and 43% respectively versus 26% of Northeast Coquitlam, 38% of Westwood Plateau), women (48% versus 36% of men), and both older and younger residents (includes 46% of 55+ years and 45% of 18-44 years versus 33% of 45-54 years).
- Conversely, residents who are more likely to opt for a reduction in services include those living in Northeast Coquitlam (60% versus 37% of City Centre, 40% of Westwood Plateau, 41% of West Coquitlam, 43% of Central Coquitlam), men (50% versus 35% of women), and those who are 45-54 years of age (51% versus 35% of 55+ years, 43% of 18-44 years).

Value for Taxes

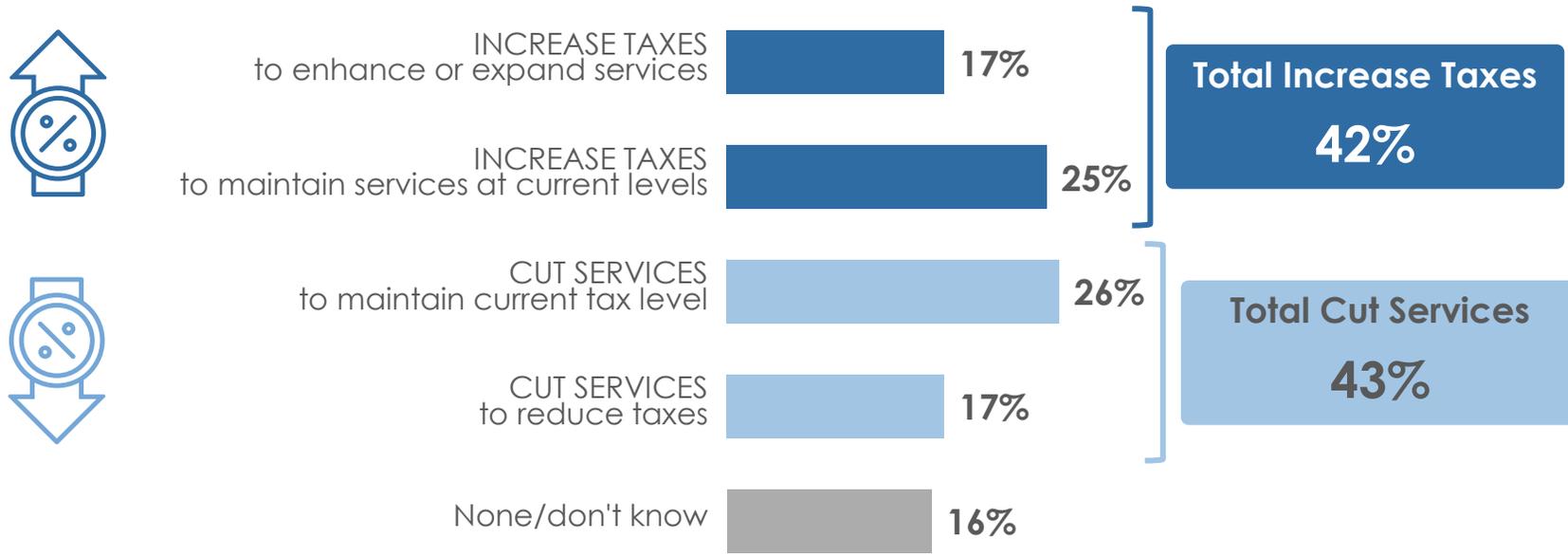


	2013 (n=400)	2015 (n=501)	2016 (n=500)	2017 (n=500)	2018 (n=500)	2019 (n=500)	2021 (n=500)	2023 (n=762)	NORM
Total Good Value	88%	88%	86%	86%	88%	88%	89%	80%	78%
Very good value	23%	22%	20%	21%	24%	26%	23%	16%	18%

Base: All respondents (n=762)

Q9. 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?)

Balancing Taxation and Service Delivery Levels



	2013 (n=400)	2015 (n=501)	2016 (n=500)	2017 (n=500)	2018 (n=500)	2019 (n=500)	2021 (n=500)	2023 (n=762)	NORM
Total Increase Taxes	48%	53%	54%	51%	49%	59%	54%	42%▼	50%
Total Cut Services	41%	34%	34%	38%	39%	29%	33%	43%▲	38%

Base: All respondents (n=762)

Q10. 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?

PARKS, RECREATION, AND CULTURE

Parks, Recreation, and Culture Section Summary

Trails, community centres, and parks continue to be citizens' top priorities for parks, recreation, and culture in the city. When asked about investing in parks, recreation, and culture over the next five years, citizens continue to emphasize *hiking, walking, and biking trails* (93% important), *community centres, including senior and youth facilities* (91%), and *neighbourhood parks, including playgrounds and community gardens* (90%) most of all.

- *Community centres* are more important to those living in West Coquitlam (97% versus 82% of Westwood Plateau, 87% of Northeast Coquitlam, 89% of City Centre, 92% of Central Coquitlam).

Other important priorities include *swimming pools* (82%), *public festivals and community events* (80%), *sports fields and outdoor courts* (77%), *performing arts and theatre* (68%), and *arena facilities for ice sports, curling, and lacrosse* (64%).

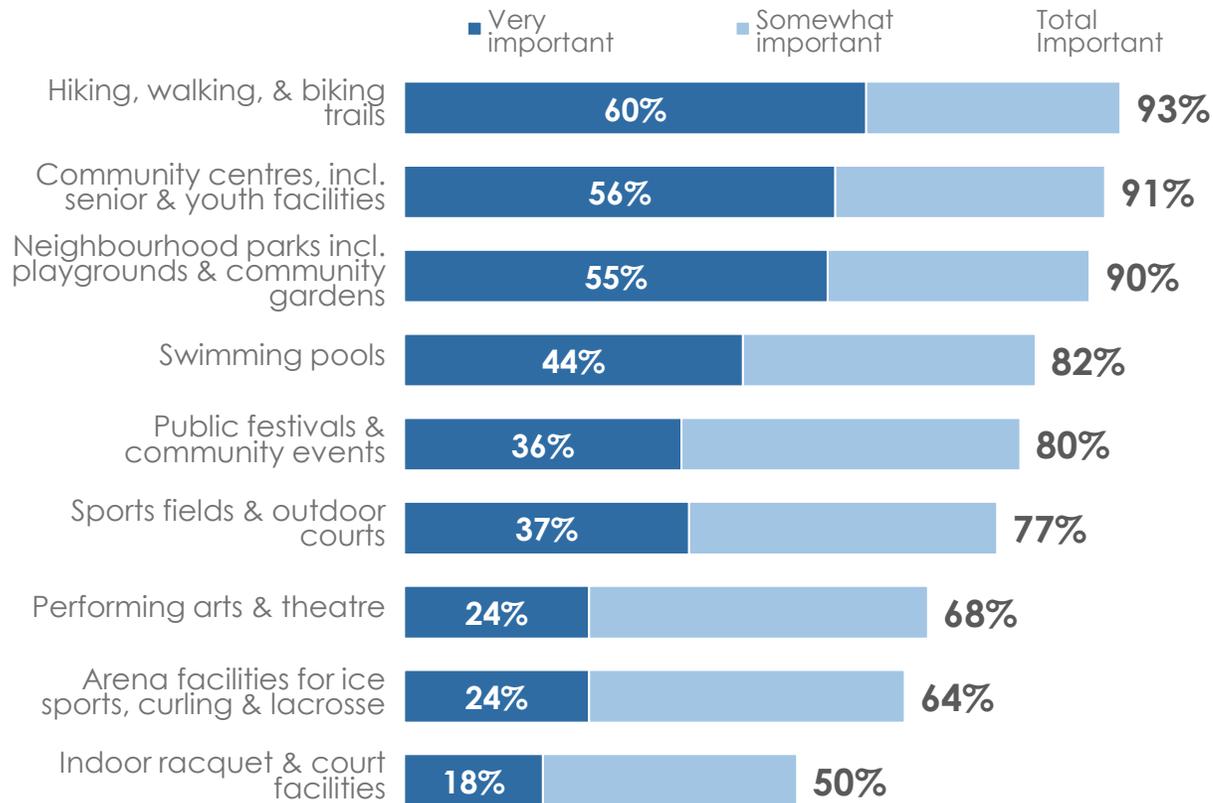
- *Swimming pools* are more important to those living in households with children under the age of 18 (91% versus 77% of those without children at home).
- *Public festivals and community events* are more important to those living in City Centre (86% versus 73% of Central Coquitlam, 77% of Northeast Coquitlam, 81% of Westwood Plateau, 81% of West Coquitlam).
- *Sports fields and outdoor courts* are more important to those living in Westwood Plateau (88% versus 74% of Central Coquitlam, 74% of West Coquitlam, 78% of City Centre, 80% of Northeast Coquitlam), men (85% versus 70% of women), those who are 45-54 years of age (85% versus 74% of 18-44 years, 74% of 55+ years), and those living in households with children under the age of 18 living at home (87% versus 73% of those without children at home).
- *Performing arts and theatre* are more important to those living in City Centre (78% versus 60% of Central Coquitlam, 65% of Northeast Coquitlam, 67% of West Coquitlam, 70% of Westwood Plateau).

The overall least emphasis is put on *indoor racquet and court facilities* (50%).

- *Indoor racquet and court facilities* are more important to those living in Westwood Plateau (65% versus 42% of Northeast Coquitlam, 46% of West Coquitlam, 50% of City Centre, 52% of Central Coquitlam) and men (56% versus 46% of women).

This year's results are consistent with 2021.

Parks, Recreation, and Culture Priorities



TOTAL IMPORTANT						
2015	2016	2017	2018	2019	2021	2023
(n=501)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=762)
88%	89%	91%	89%	90%	93%	93%
95%	93%	93%	92%	91%	92%	91%
91%	94%	95%	91%	95%	92%	90%
84%	85%	86%	82%	84%	85%	82%
81%	83%	87%	88%	89%	85%	80%
82%	81%	80%	80%	84%	83%	77%
77%	75%	80%	75%	78%	76%	68%
74%	71%	69%	72%	75%	68%	64%
60%	59%	59%	59%	60%	62%	50%

Base: All respondents (n=762)

Q21. When it comes to parks, recreation, and culture, the City of Coquitlam has many different investment options over the next five years. Please tell me how important each of the following is to you personally using a scale of very important, somewhat important, not very important, or not at all important.

COMMUNICATION AND PUBLIC ENGAGEMENT

Communication and Public Engagement Section Summary

Citizens are most interested in learning about community infrastructure and municipal spending. Citizens are interested in receiving a variety of information from the City, with the top two open-ended responses being “community infrastructure (improvements, updates)” (20%) and “City spending/budgets” (16%). Other requested types of information include “housing/development” (6%), “community events/activities” (6%), and “transparency/accountability” (6%). Mentions of “transparency/accountability” are up a small but significant 3 percentage points from 2021. Notably, nearly half (45%) say they have no immediate information needs (includes mentions of “none/nothing/don’t know”).

- Mentions of “community infrastructure” are higher among those who are 18-44 years of age (29% versus 11% of 45-54 years, 19% of 55+ years).
- Mentions of “City spending/budgets” are higher among those living in Westwood Plateau and Northeast Coquitlam (27% and 21% respectively versus 8% of City Centre, 14% of West Coquitlam, 16% of Central Coquitlam), men (22% versus 10% of women), and those <55 years of age (includes 19% of 45-54 years and 18% of 18-44 years versus 11% of 55+ years).

Email is the best way of communicating information to citizens. Of all the channels available for the City to communicate information to residents, “email” is preferred most of all (47% coded open-ends), followed by “mail” (26%), “online/City website” (20%), “newsletter/pamphlet/flyer/brochure” (13%), and “social media (Twitter, Facebook, etc.)” (13%). Communication preferences have not changed since 2021 and are also consistent with the norm.

- City Centre residents are the *least* likely to prefer *mail* (12% versus 35% of West Coquitlam, 27% of Westwood Plateau, 27% of Central Coquitlam, 23% of Northeast Coquitlam) but the *most* likely to mention *newsletter/pamphlet/flyer/brochure* (24% versus 8% of West Coquitlam, 9% of Northeast Coquitlam, 11% of Central Coquitlam, 14% of Westwood Plateau).
- *Social media* mentions are higher among those <55 years of age (includes 25% of 18-44 years and 13% of 45-54 years versus 3% of 55+ years). Mentions are also higher among those living in Northeast Coquitlam (21% versus 7% of West Coquitlam, 14% of City Centre, 14% of Central Coquitlam, 16% of Westwood Plateau) and those who have lived in Coquitlam for 20 years or less (17% versus 8% of more than 20 years).

When contacting the City, most would prefer to reach out via the telephone or email. Overall, 64% of residents say they would prefer to contact the City via the “telephone”. Another 56% mention “email”. In distant third place is “online/City website” (10%, down 9 percentage points from 2021).

- Mentions of “telephone” are higher among those who have lived in Coquitlam for more than 20 years (71% versus 57% of 20 years or less).
- Mentions of “email” are higher among younger residents (65% of 18-44 years versus 50% of 55+ years, 56% of 45-54 years) and those living in households with children under the age of 18 (67% versus 52% of those without children at home).

Communication and Public Engagement Section Summary

Just under three-in-ten citizens say they have participated in a City engagement within the last two years. Overall, 27% of citizens say they participated in a public engagement with the City of Coquitlam within the last two years, on par with 2021.

Participation via mail is most common, followed by online surveys and online information sessions. Those who participated in a public engagement with the City in the last two years primarily used remote methods of participation that did not involve direct interaction with City staff. In total, 53% say they participated via *mail*, 40% say *any other type of online survey [excluding Viewpoint]*, and 31% say *online information session or open house*. While *mail* mentions are up directionally from 2021, this change may be at least partly reflective of this year's change in data collection methodology which relied on mail survey invitations to recruit respondents for the online survey.

Other methods of participation are mentioned less often and include *in-person information session or open house* (23%), *public hearing* (22%), *the City of Coquitlam Viewpoint panel survey* (21%), and *Town Hall meeting* (15%). Another four-in-ten (40%) say they participated in *any other type of engagement*.

- Those living in Northeast Coquitlam are more likely to say they participated in an *in-person information session or open house* (40% versus 8% of Central Coquitlam, 22% of Westwood Plateau, 23% of City Centre, 27% of West Coquitlam).

Citizens are most likely to have learned about the opportunity to provide input via the mail. Three-in-ten (30%) of those who participated in a public engagement with the City in the last two years say they found out about the opportunity to provide input via the “mail” on a top-of-mind (open-ended) basis. Again, while “mail” mentions are up directionally from 2021, this change may be at least partly reflect this year's change in data collection methodology. Another 16% mention “online/City website” and 12% mention “email”. Nearly one-quarter (23%) are unable to recall how they learned about the opportunity to provide input.

Communication and Public Engagement Section Summary

Citizens are most interested in participating in public consultation with the City via surveys, either like this or on the City's website. Overall, 76% say they are interested in participating in public consultation with the City via *surveys like this* and 74% say via *feedback forms or online surveys on the City's website*.

- Younger residents are more interested in participating in *surveys like this* (84% of 18-44 years versus 71% of 45-54 years, 72% of 55+ years).

Public open houses are another appealing method of public consultation, whether online (61% say they are interested in participating via *online public open houses and information sessions where residents can observe and comment on information presented*) or in-person (57% say they are interested in participating via *in-person public open houses and information sessions where residents can observe and comment on information presented*).

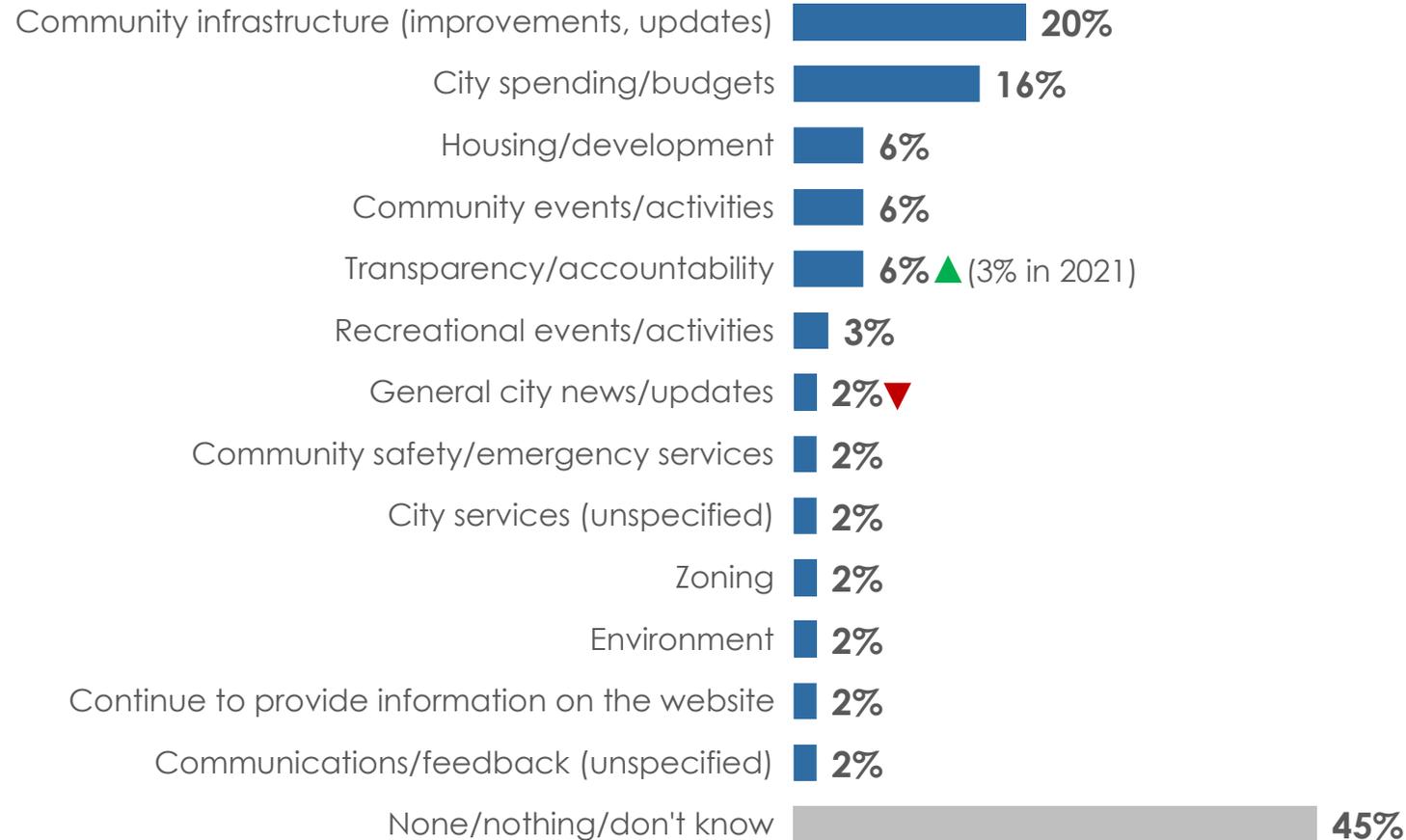
Residents are generally less interested in participating in other methods of public consultation, including *community workshops where residents take part in active discussion sessions* (50%), *small community focus groups* (49%), *the City's Facebook, Instagram, or Twitter page* (46%), *online blogs or discussion forums* (41%), and *mail in workbooks* (37%).

- Residents <55 years of age are more likely to say they are interested in a number of these methods of public consultation, including *community workshops where residents take part in active discussion sessions* (includes 53% of 18-44 years and 56% of 45-54 years versus 43% of 55+ years), *small community focus groups* (includes 54% of 18-44 years and 54% of 45-54 years versus 40% of 55+ years), *the City's Facebook, Instagram, or Twitter page* (includes 62% of 18-44 years and 49% of 45-54 years versus 30% of 55+ years), and *online blogs or discussion forums* (includes 51% of 18-44 years and 45% of 45-54 years versus 29% of 55+ years).

This year's results are statistically similar to 2021.

Information Needs

(coded open-ends, multiple mentions allowed)



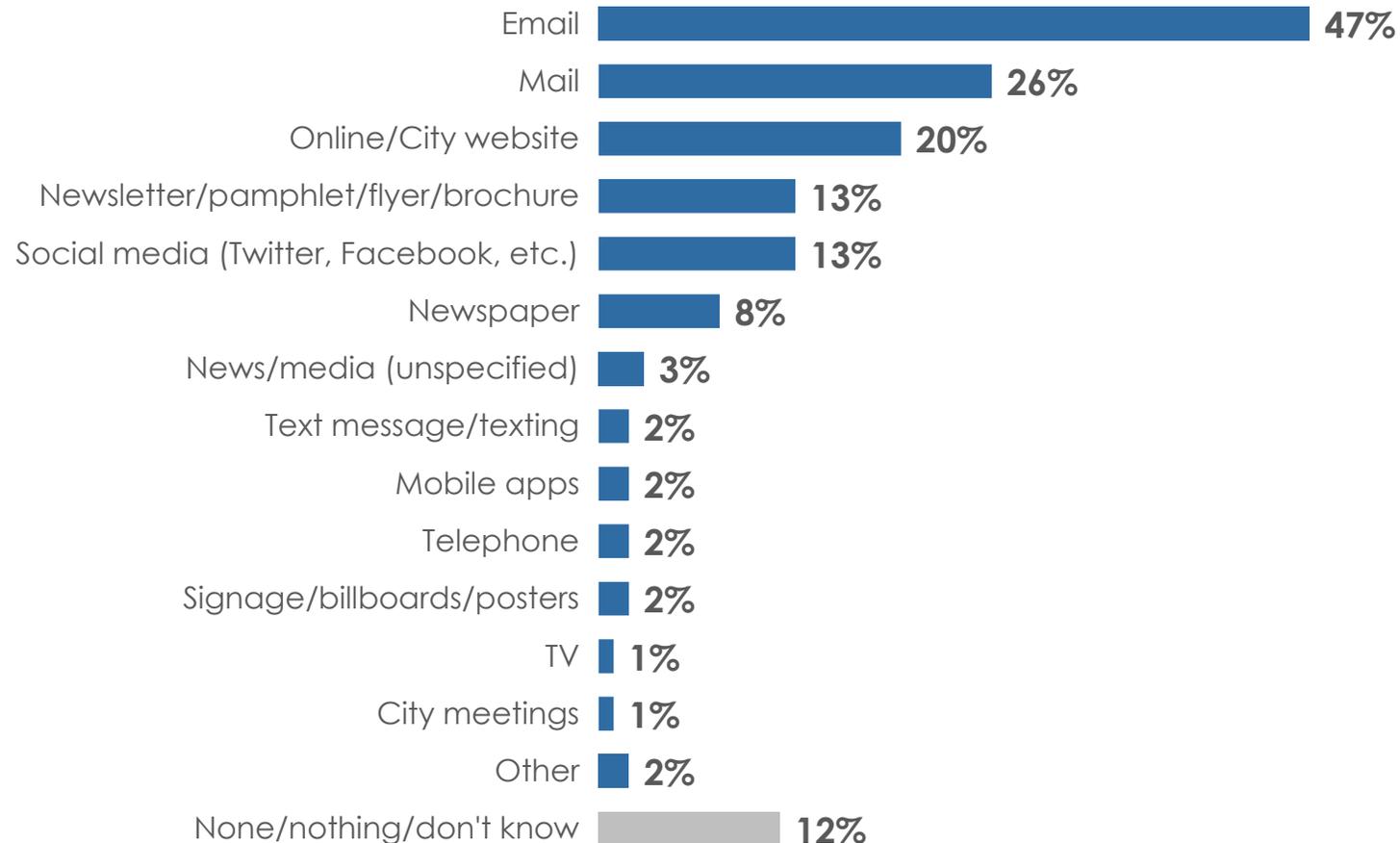
Note: Mentions <2% not shown.

Base: All respondents (n=762)

Q11. Thinking about your information needs, what kinds of information do you want the City of Coquillam to provide you with? Any others?

Preferred Methods of Receiving City Information

(coded open-ends, multiple mentions allowed)

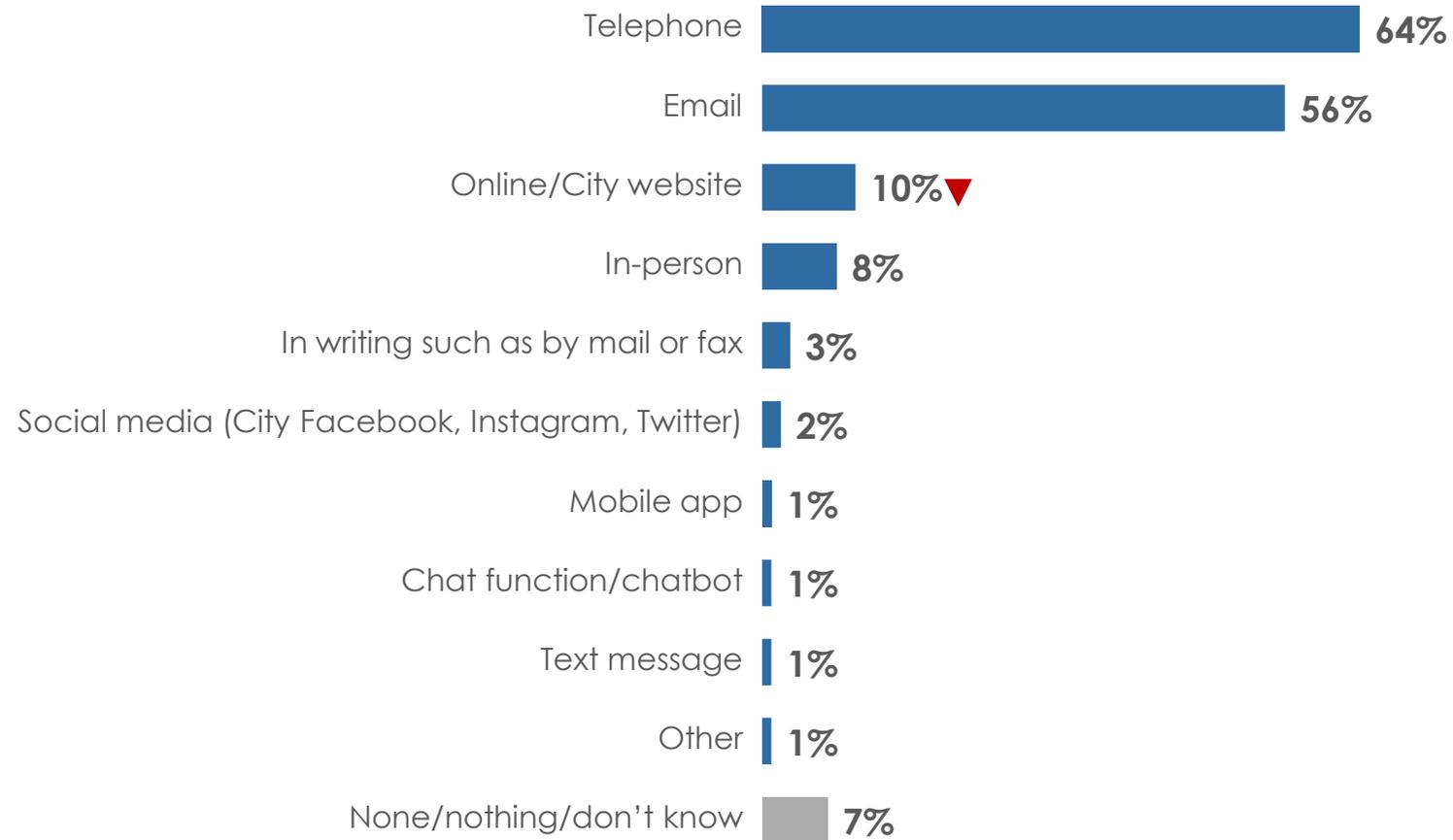


Base: All respondents (n=762)

Q12. And what methods would be best for the City of Coquitlam to communicate information to you? Any others?

Preferred Methods of Contacting the City

(coded open ends, multiple mentions allowed)



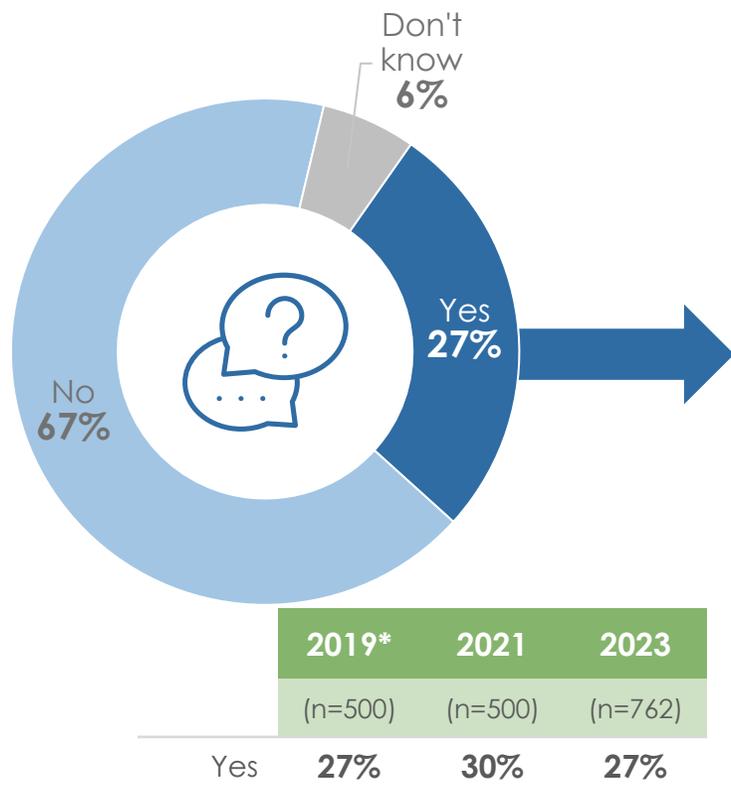
<u>Top Mentions (2021)</u>	
(n=500)	
Telephone	76%
Email	58%
Online/City website	19%

Base: All respondents (n=762)

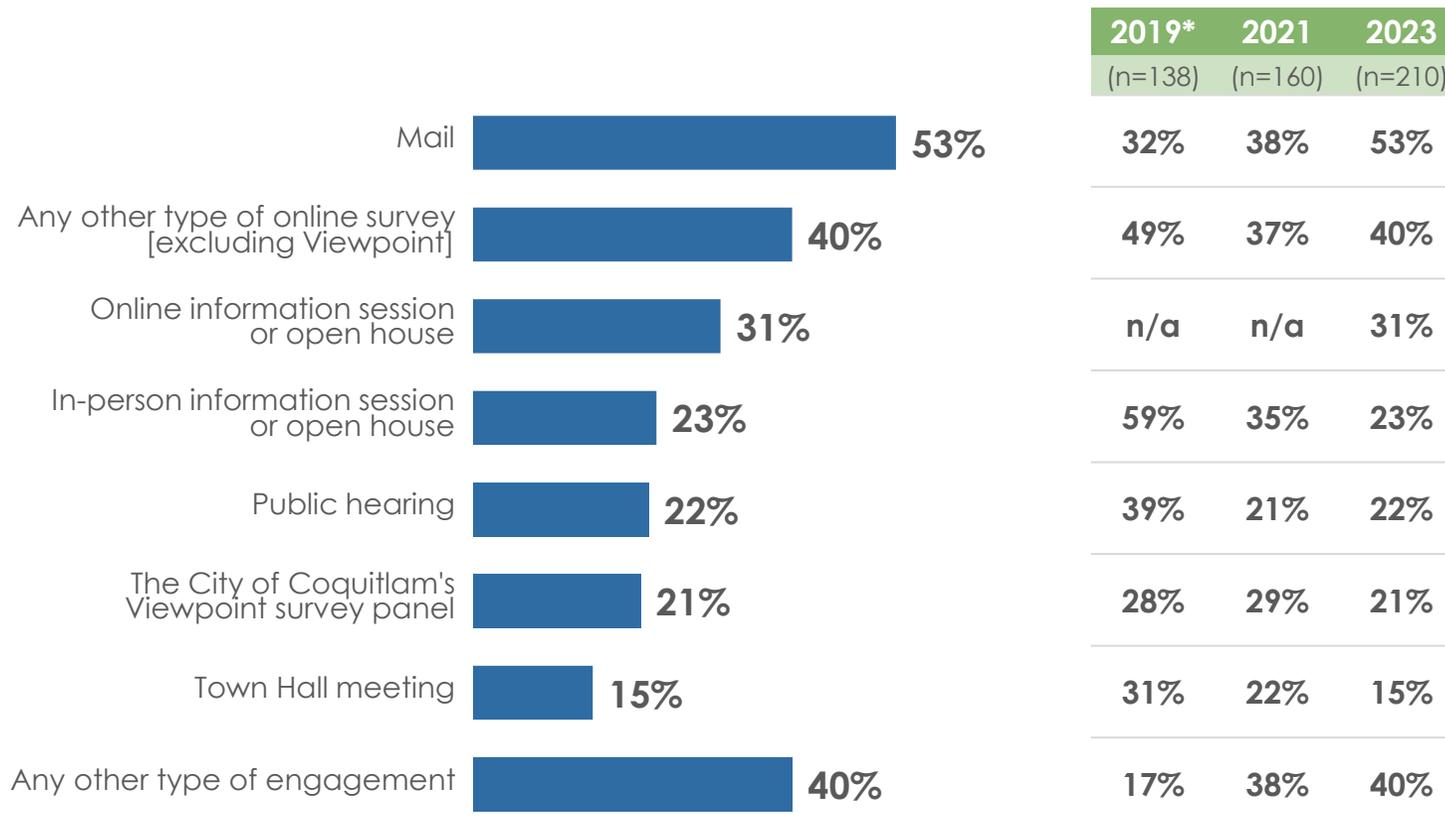
Q13. If you needed to contact the City of Coquitlam, what contact method would you most prefer to use? Any others?

Type of Public Engagement with the City of Coquitlam

PARTICIPATED IN PUBLIC ENGAGEMENT WITH CITY IN PAST 2 YEARS



TYPE OF CITY PUBLIC ENGAGEMENT



* Results are not directly comparable to 2019 due to differences in question wording (in 2019, residents were asked about their participation in a public consultation for any municipality, not just the City of Coquitlam.)

Base: All respondents (n=762)

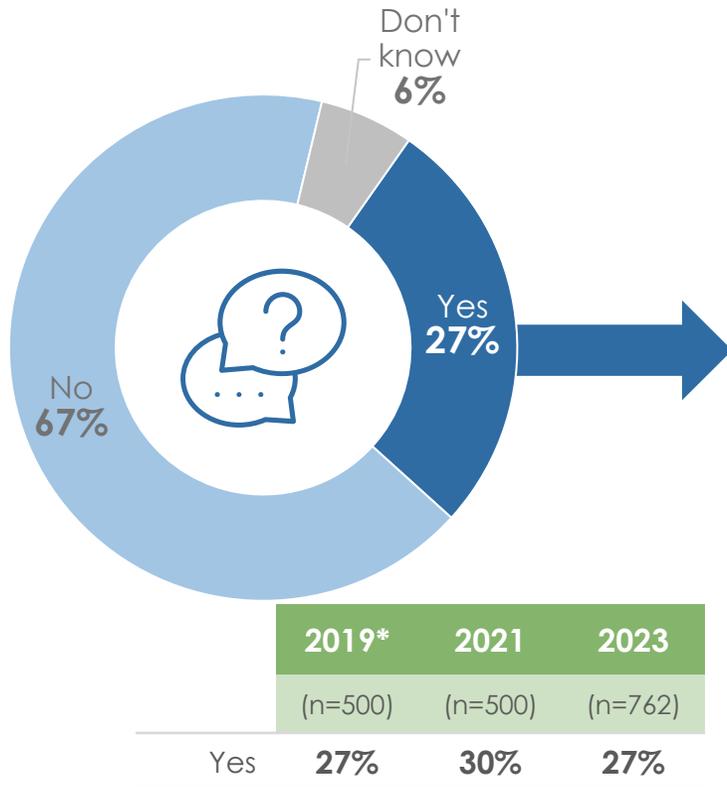
Q13a. Have you participated in any type of public engagement including in-person, online, or mail with the City of Coquitlam in the last two years?

Base: Those saying they participated in a public engagement with the City of Coquitlam in the last two years (n=210)

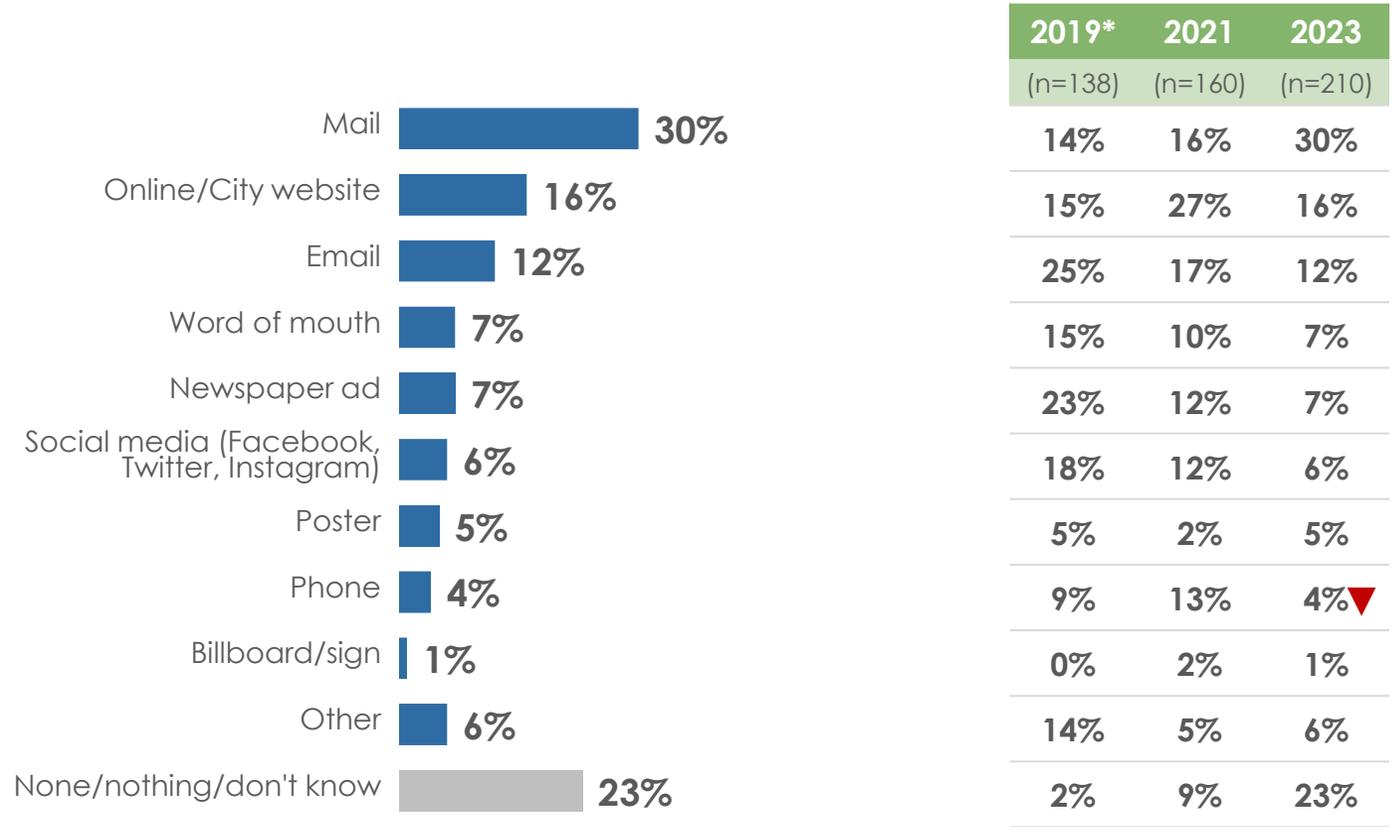
Q13b. In the last two years, in which of the following ways have you participated in a public engagement with the City of Coquitlam?

Public Engagement Information Sources

PARTICIPATED IN PUBLIC ENGAGEMENT WITH CITY IN PAST 2 YEARS



DISCOVERED THROUGH ... (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



* Results are not directly comparable to 2019 due to differences in question wording (in 2019, residents were asked about their participation in a public consultation for any municipality, not just the City of Coquitlam.)

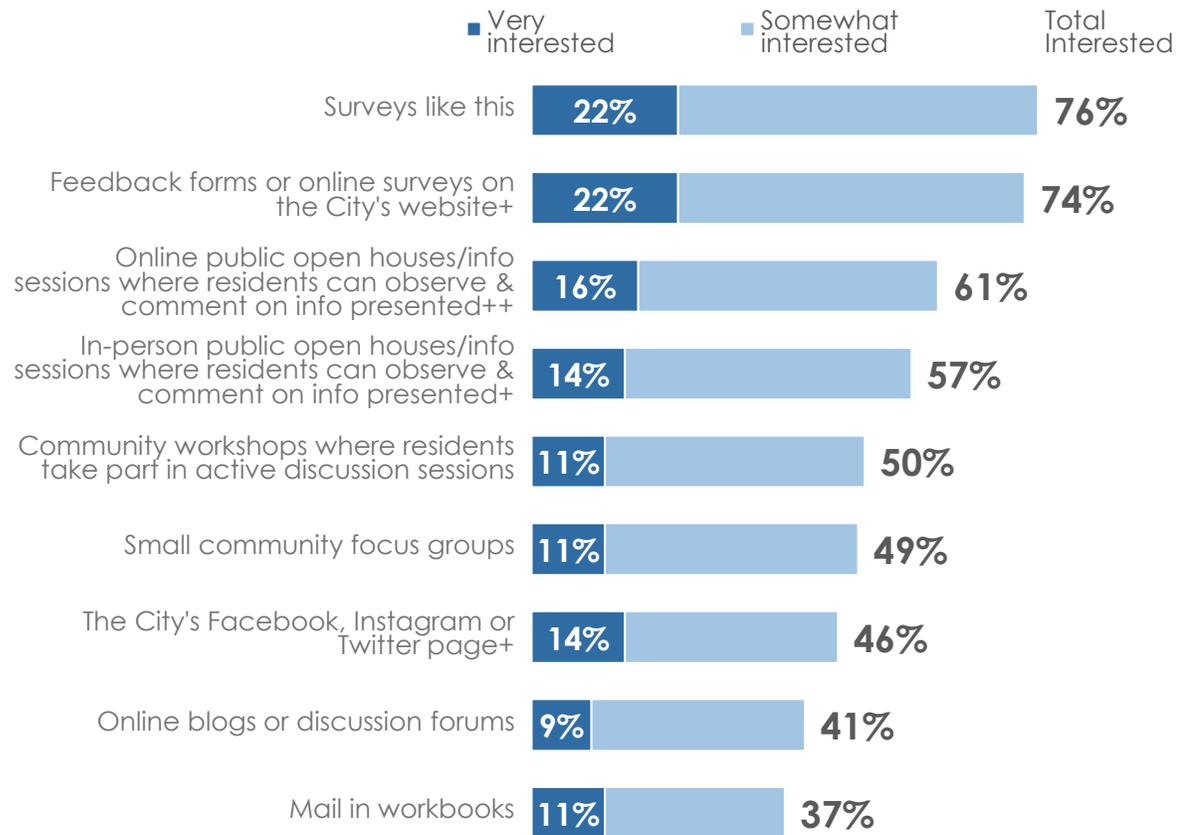
Base: All respondents (n=762)

Q13a. Have you participated in any type of public engagement including in-person, online, or mail with the City of Coquitlam in the last two years?

Base: Those saying they participated in a public engagement with the City of Coquitlam in the last two years (n=210)

Q13c. How did you find out about the opportunity to provide input? Any others?

Interest in Participating in Different Methods of Public Consultation



	TOTAL INTERESTED						
	2015 (n=501)	2016 (n=500)	2017 (n=500)	2018 (n=500)	2019 (n=500)	2021 (n=500)	2023 (n=762)
Surveys like this	65%	67%	68%	67%	74%	68%	76%
Feedback forms or online surveys on the City's website+	68%	67%	66%	68%	73%	70%	74%
Online public open houses/info sessions where residents can observe & comment on info presented++	n/a	n/a	n/a	n/a	n/a	n/a	61%
In-person public open houses/info sessions where residents can observe & comment on info presented+	66%	64%	69%	64%	66%	63%	57%
Community workshops where residents take part in active discussion sessions	59%	52%	59%	54%	55%	49%	50%
Small community focus groups	52%	48%	53%	50%	55%	48%	49%
The City's Facebook, Instagram or Twitter page+	36%	40%	39%	41%	42%	41%	46%
Online blogs or discussion forums	36%	37%	38%	39%	37%	42%	41%
Mail in workbooks	38%	42%	40%	44%	45%	36%	37%

+Slightly different question wording in 2023.

++New item in 2023.

Base: All respondents (n=762)

Q14. How interested are you in participating in each of the following forms of public consultation on a topic that is of interest to you personally? Would you say very interested, somewhat interested, not very interested, or not at all interested?

CUSTOMER SERVICE

Customer Service Section Summary

Four-in-ten say they have contacted the City in the last 12 months. In total, 40% of citizens say they personally contacted or dealt with the City of Coquitlam or one of its employees in the last 12 months. While slightly higher than 2021, this change is not statistically significant and claimed contact with the City continues to be lower than what was reported pre-pandemic. Coquitlam residents are less likely than average to say they have contacted their municipality (municipal norm: 47%).

- Those living in West Coquitlam are more likely to say they have contacted the City in the last 12 months (49% versus 29% of Northeast Coquitlam, 32% of Westwood Plateau, 38% of City Centre, 42% of Central Coquitlam).

Garbage/recycling collection continues to be the most common reason for contacting the City. Residents offer a number of reasons for contacting the City, with the most frequently mentioned top-of-mind (open-ended) reason being “garbage/recycling collection” (14%). Other top mentions include “parks/recreational facilities” (10%), “pay my taxes/utilities” (9%), “license/permit” (8%), “roads/pathways (maintenance)” (5%), and “parking” (5%). This year’s results are similar to 2021.

Contact was most often established via the telephone. Just under half (49%) of those who contacted the City in the last 12 months say they did so via the “telephone” (coded open-ends), consistent with 2021. The next most frequently mentioned contact methods are “email” (23%) and “in-person” (17%).

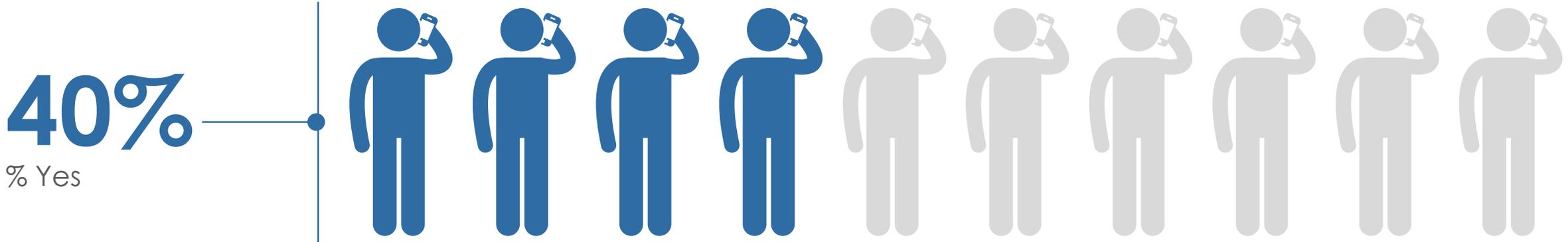
Satisfaction with the City’s customer service has slipped. Overall, 76% of those who contacted the City in the last 12 months say they are satisfied (combined ‘very/somewhat satisfied’ responses) with the *overall service received*, down 15 percentage points from 2021.

Citizens are most satisfied with *the courteousness of the staff* (87%), *the ease of reaching staff* (81%), and *the ability of staff to understand your needs* (80%). Many are also satisfied with *staff’s knowledge* (79%), *staff’s helpfulness* (78%), *the speed and timeliness of service* (76%), and *staff’s ability to resolve your issue* (69%).

This year’s ratings are lower than 2021 in several areas, including *the courteousness of staff* (down 9 percentage points), *the ability of staff to understand your needs* (down 16 percentage points), *staff’s knowledge* (down 16 percentage points), and *the speed and timeliness of service* (down 12 percentage points).

Satisfaction is also lower than the municipal norm in most areas.

Contact with City Past 12 Months

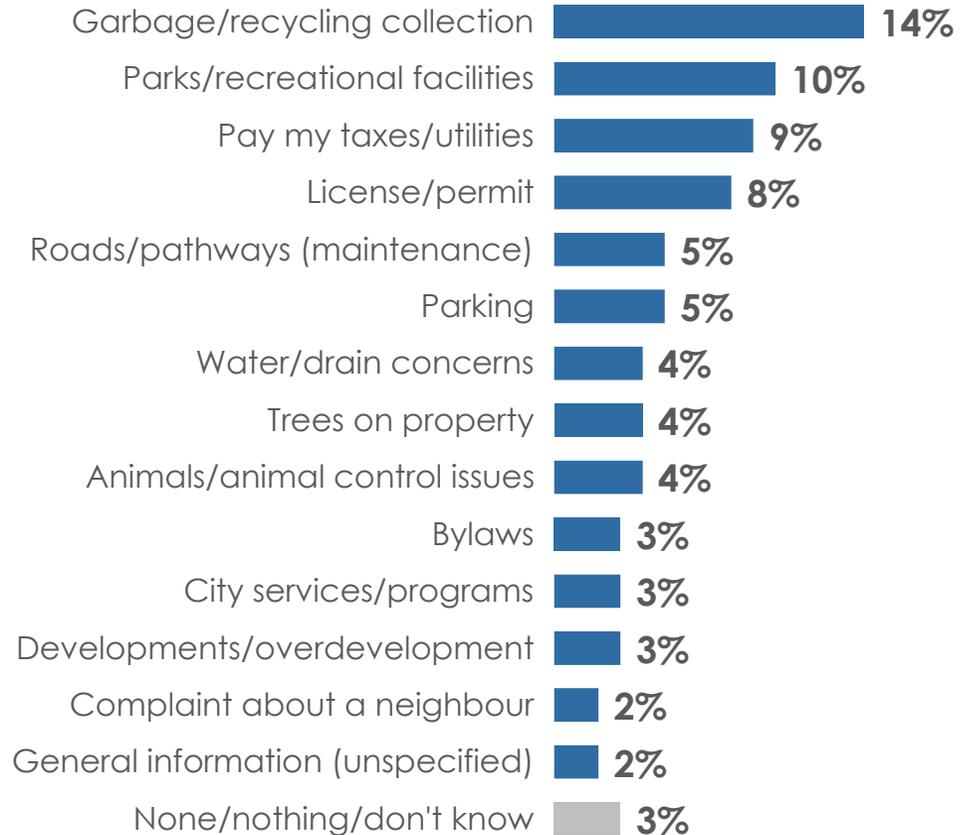
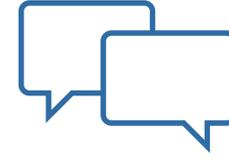


	2013 (n=400)	2015 (n=501)	2016 (n=500)	2017 (n=500)	2018 (n=500)	2019 (n=500)	2021 (n=500)	2023 (n=762)	NORM
% Yes	52%	51%	44%	50%	50%	46%	35%	40%	47%

Base: All respondents (n=762)
Q15. In the last 12 months, have you personally contacted or dealt with the City of Coquitlam or one of its employees?

Reason for Contacting the City

(among those saying they contacted the City) (coded open-ends)



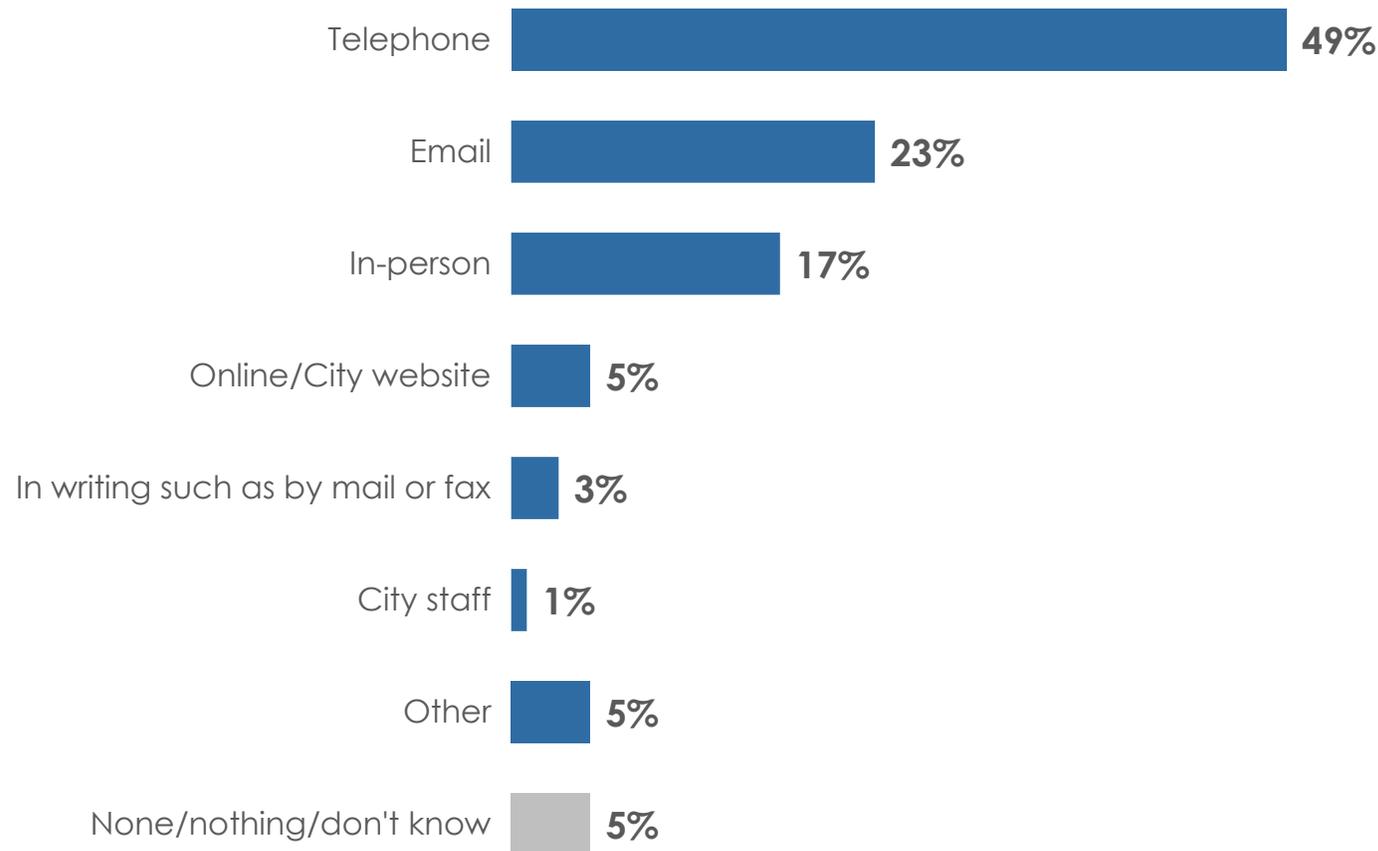
Note: Mentions <2% not shown.

Base: Those saying they contacted the City (n=316)

Q16. What was the main reason why you contacted the City?

Contact Method

(among those saying they contacted the City) (coded open-ends)

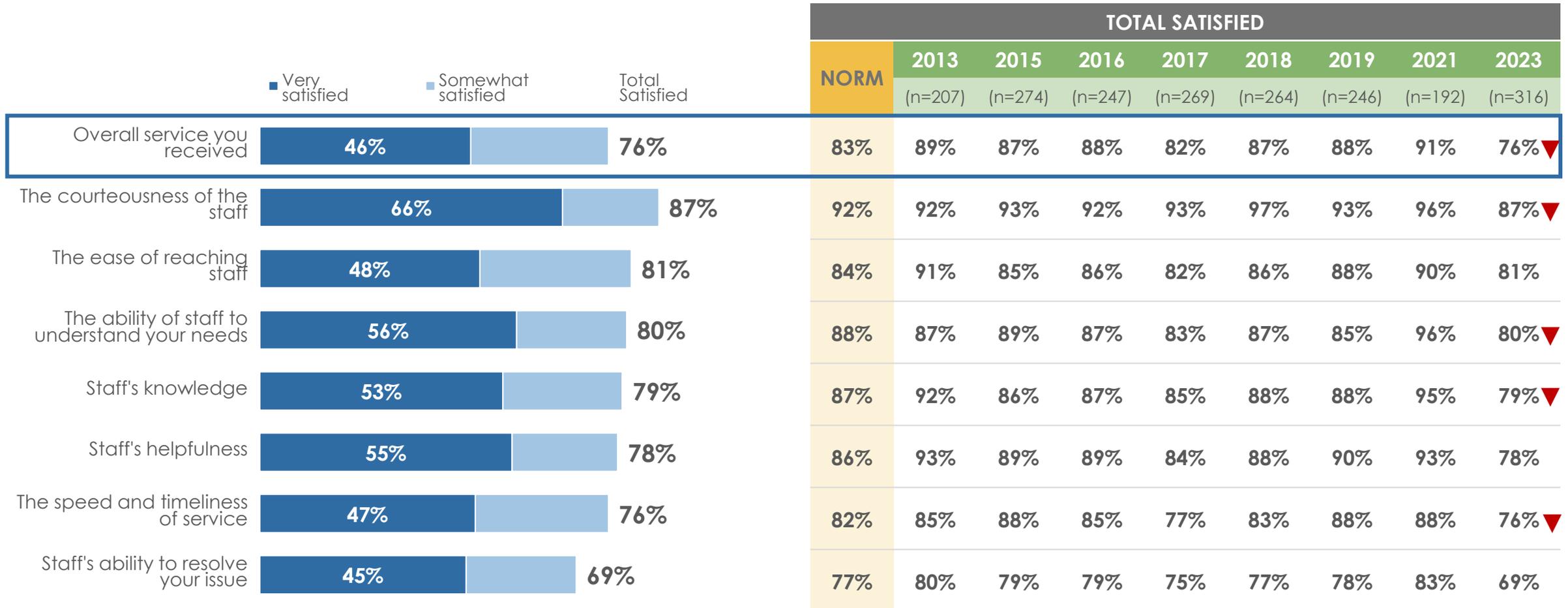


<u>Top Mentions (2021)</u>	
(n=192)	
Telephone	52%
In-person	17%
Email	14%

Base: Those saying they contacted the City (n=316)
Q17. How did you come into contact with the City?

Satisfaction with Customer Service

(among those saying they contacted the City)



Base: Those saying they contacted the City (n=316)

Q18. Thinking about your personal experience with the City, how satisfied are you with each of the following? (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

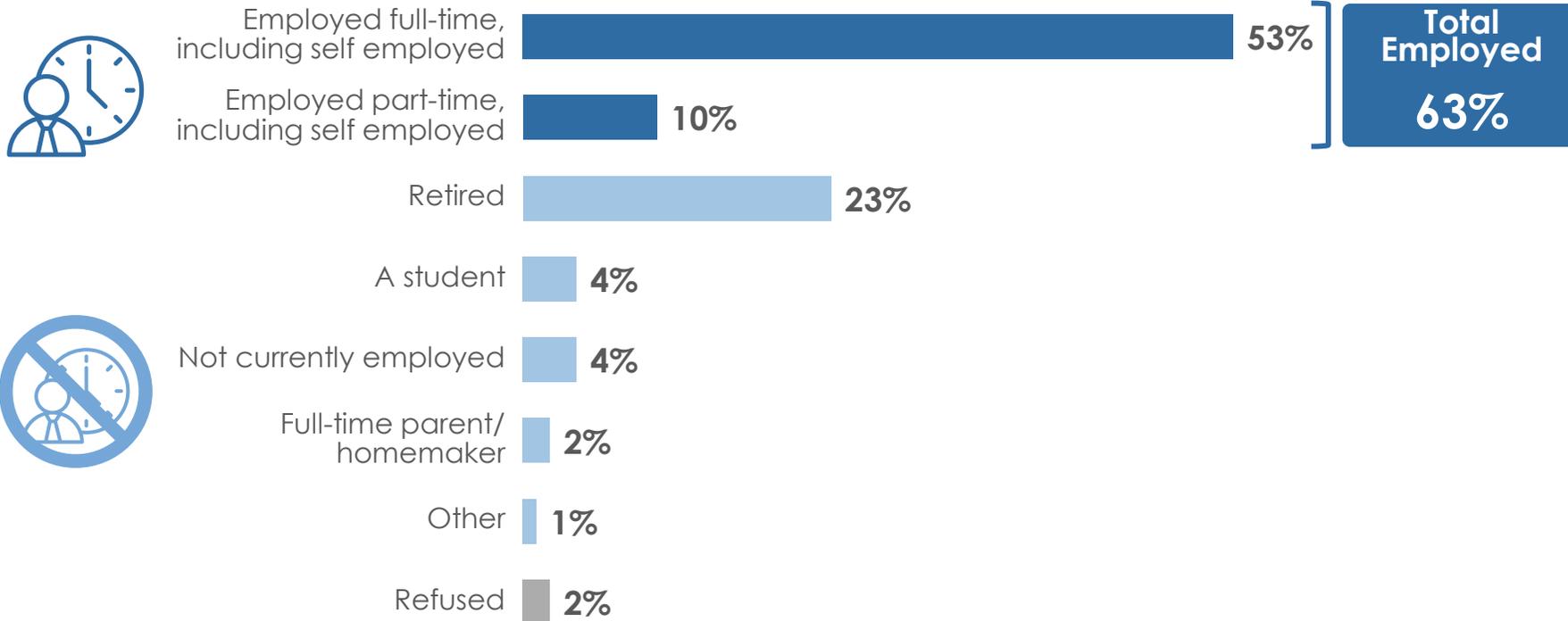
WORK

Work Section Summary

Key employment metrics are stable. Overall, 63% of citizens say they are employed either 'full-time' (53%) or 'part-time' (10%). Among those working or attending school, nearly one-quarter (24%) say their employment or school is 'based in Coquitlam'. These results are statistically consistent with 2021.

- Claimed employment is higher among those who are <55 years of age (includes 82% of 45-54 years and 75% of 18-44 years versus 38% of 55+ years), those who have lived in Coquitlam for 20 years or less (71% versus 53% of more than 20 years), and those living in households with children under the age of 18 (86% versus 54% of those without children at home).

Employment Status

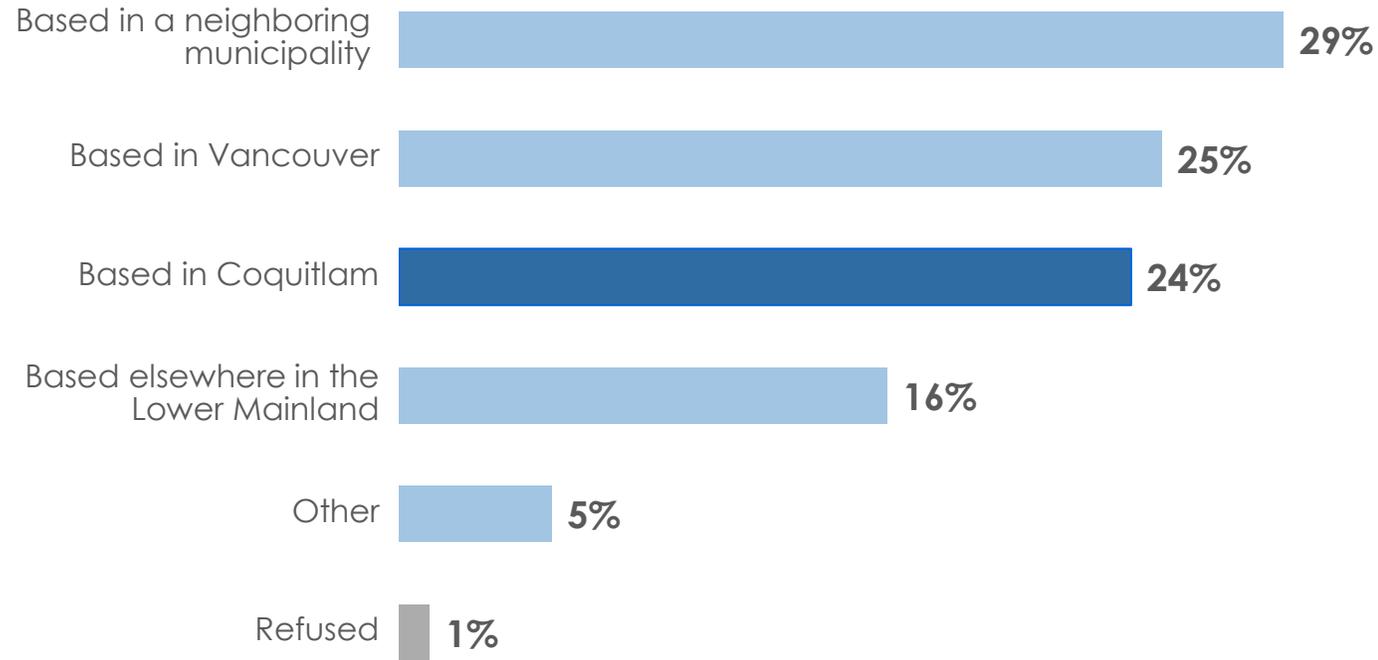


	2013 (n=400)	2015 (n=501)	2016 (n=500)	2017 (n=500)	2018 (n=500)	2019 (n=500)	2021 (n=500)	2023 (n=762)
Total Employed	63%	60%	57%	57%	61%	59%	59%	63%

Note: "A homemaker" changed to "Full-time parent/homemaker" in 2021.
 Base: All respondents (n=762)
 Q23. Which ONE of the following categories best describes your current employment status?

Location of Work or School

(among those saying they are employed or attending school)



	2013	2015	2016	2017	2018	2019	2021	2023
	(n=265)	(n=325)	(n=330)	(n=318)	(n=308)	(n=299)	(n=282)	(n=376)
Based in Coquitlam	23%	31%	22%	28%	25%	25%	31%	24%

Base: Those saying they are employed or attending school (n=376)
Q24. And, is your employment/school...?

EQUITY, DIVERSITY, AND INCLUSION

Equity, Diversity, and Inclusion Section Summary

Attitudes towards the City's commitment to Equity, Diversity, and Inclusion are mainly positive. More than seven-in-ten residents agree (rated as a 4 or 3 on a 4-point scale where 4 is 'completely agree' and 1 is 'completely disagree') with each of the following statements:

- *The City of Coquitlam is working towards fostering a city that is inclusive and accepting (76%)*
 - Agreement is higher among those who are 18-44 years of age (83% versus 71% of 45-54 years, 75% of 55+ years).
- *The City of Coquitlam is striving to create a city that is equally accessible for residents, not matter their ability (75%)*
- *The City of Coquitlam should continue to enhance programs and services as it relates to diversity and inclusion (71%)*

Attitudes towards actions the City is taking to ensure a high quality of life are slightly lower, with 69% agreeing *the City of Coquitlam is moving in the right direction to ensure a high quality of life for future generations.*

- Agreement is higher among those living in Westwood Plateau (81% versus 61% of West Coquitlam, 67% of Central Coquitlam, 69% of Northeast Coquitlam, 73% of City Centre).

Most residents say they feel a sense of acceptance and belonging, and view inclusivity in Coquitlam favourably. A strong majority of residents agree (rated as a 4 or 3 on a 4-point scale where 4 is 'completely agree' and 1 is 'completely disagree') with each of the following statements:

- *I feel accepted regardless of my background, identity, or lifestyle in Coquitlam (88%)*
 - Agreement is higher among women (92% versus 84% of men).
- *I feel a sense of belonging in my own neighbourhood (87%)*
- *People in Coquitlam are friendly and inclusive (86%)*
 - Agreement is higher among those living in Westwood Plateau and Central Coquitlam (90% and 89% respectively versus 77% of Northeast Coquitlam, 83% of West Coquitlam, 87% of City Centre).
- *Equity, diversity, and inclusion are important to me (85%)*
 - Agreement is higher among those who have lived in Coquitlam for 20 years or less (89% versus 81% of more than 20 years).

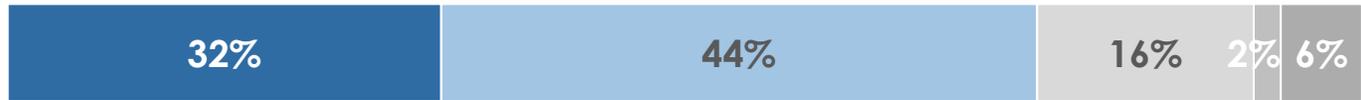
Attitudes towards the City's Commitment to Equity, Diversity, and Inclusion

New Question
Added in 2023

■ 4 – Completely agree ■ 3 ■ 2 ■ 1 – Completely disagree ■ Don't know

TOTAL AGREE

The City of Coquitlam is working towards fostering a city that is inclusive and accepting



76%

The City of Coquitlam is striving to create a city that is equally accessible for residents, no matter their ability



75%

The City of Coquitlam should continue to enhance programs and services as it relates to diversity and inclusion



71%

The City of Coquitlam is moving in the right direction to ensure a high quality of life for future generations



69%

Base: All respondents (n=762)

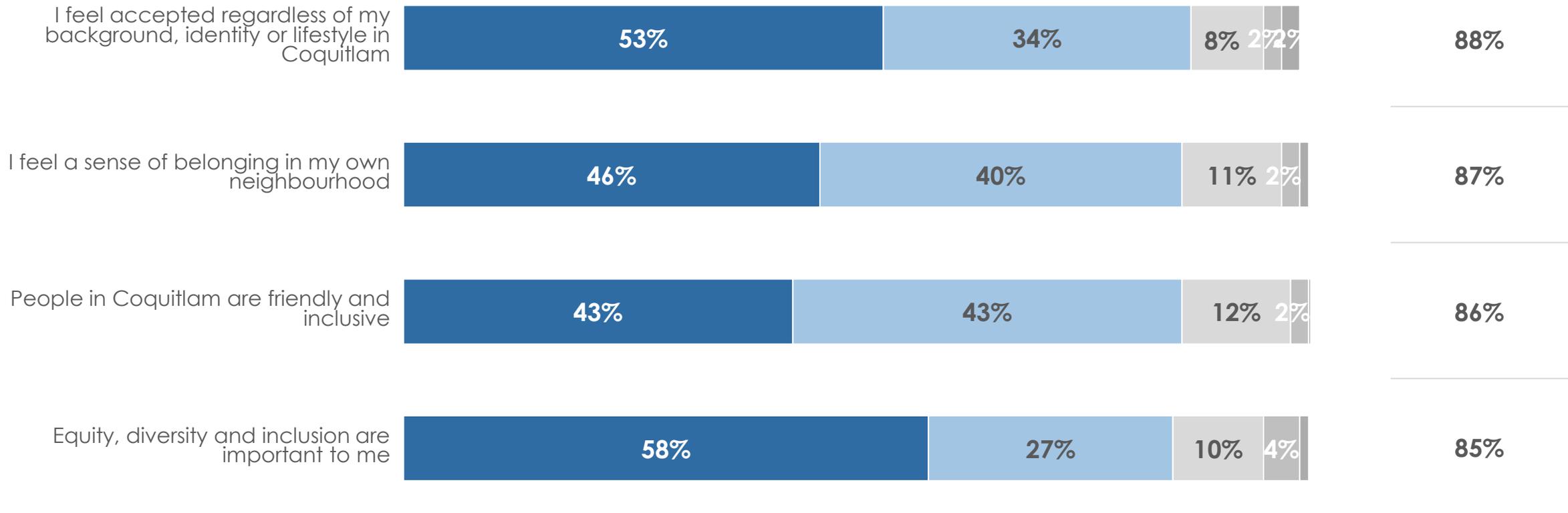
ED11. Next, I'm going to read you a series of statements that some people have said about life in Coquitlam. Please indicate if you agree or disagree with each using a scale from 1 to 4, where "1" is "completely disagree" and "4" is "completely agree".

Attitudes towards Equity, Diversity and Inclusion in Coquitlam

New Question
Added in 2023

■ 4 – Completely agree ■ 3 ■ 2 ■ 1 – Completely disagree ■ Don't know

TOTAL AGREE



Data labels <1% not shown.

Base: All respondents (n=762)

ED12. The next few statements are about how you personally feel about equity, diversity and inclusion in Coquitlam. Please indicate if you agree or disagree with each using a scale from 1 to 4, where "1" is "completely disagree" and "4" is "completely agree".

WEIGHTED SAMPLE CHARACTERISTICS

4

Weighted Sample Characteristics

	ALL RESPONDENTS (n=762)
Gender Identity	
Woman	50%
Man	48%
Non-binary	<1%
Prefer not to say	2%
Age	
18-44	31%
45-54	31%
55+	38%
Neighbourhood	
Northeast Coquitlam	11%
City Centre	22%
Westwood Plateau	14%
Central Coquitlam	23%
West Coquitlam	30%

	ALL RESPONDENTS (n=762)
Children in Household	
With children	30%
Without children	67%
Length of Residency in Coquitlam	
20 years or less	54%
More than 20 years	44%
Mean # of years	21.3
Median # of years	18.8
Homeownership	
Own	87%
Rent	10%
Housing Type	
Single, detached house	64%
Apartment	18%
Townhouse/rowhouse	10%
Duple/triplex/semi-detached	4%
Secondary suite	1%
Condominium	1%
Mobile home	<1%
Other	<1%

APPENDIX: SURVEY TRACKING

5

Quality of Life

	OVERALL QUALITY OF LIFE																	
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2015	2016	2017	2018	2019	2021	2023
	(n=1,200)	(n=400)	(n=400)	(n=1,201)	(n=400)	(n=400)	(n=665)	(n=400)	(n=400)	(n=602)	(n=400)	(n=501)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=762)
Total Good	98%	97%	97%	97%	98%	95%	98%	96%	99%	96%	98%	98%	98%	98%	98%	98%	97%	94%
Very good	37%	38%	35%	25%	28%	29%	30%	41%	47%	46%	50%	51%	49%	48%	48%	48%	48%	35%

Base: All respondents

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

	CHANGE IN QUALITY OF LIFE PAST 5 YEARS														
	2003	2006	2009	2010	2011	2012	2013	2015	2016	2017	2018	2019	2021	2023	
	(n=1,200)	(n=800)	(n=665)	(n=400)	(n=400)	(n=602)	(n=400)	(n=501)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=762)	
NET Score	+11	+2	+2	+8	+18	+12	+12	+10	+11	+18	+11	+15	+17	-7 ▼	

Base: All respondents

Q3. Do you feel that the quality of life in the City of Coquitlam in the past five years has improved, stayed the same, or worsened?

Important Community Issues

(coded open-ends, multiple responses allowed)

	TOTAL MENTIONS																	
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2015	2016	2017	2018	2019	2021	2023
	(n=1,200)	(n=400)	(n=400)	(n=1,201)	(n=400)	(n=400)	(n=665)	(n=400)	(n=400)	(n=602)	(n=400)	(n=501)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=762)
Social (NET)	6%	1%	7%	6%	11%	13%	7%	7%	5%	8%	5%	8%	17%	22%	27%	25%	23%	24%
Transportation (NET)	47%	36%	41%	51%	35%	44%	41%	35%	40%	45%	37%	39%	35%	36%	36%	34%	15%	20%
Public safety (NET)	21%	20%	22%	34%	24%	21%	24%	14%	13%	10%	10%	11%	8%	7%	5%	5%	13%	18%
Growth & development (NET)	8%	7%	6%	7%	8%	11%	3%	5%	5%	6%	7%	10%	10%	10%	15%	15%	7%	13% ▲
Municipal gov't services (NET)	3%	9%	4%	8%	4%	8%	10%	6%	10%	7%	7%	7%	9%	11%	7%	10%	8%	13%
Parks, recreation, culture (NET)	8%	8%	8%	14%	6%	4%	4%	4%	9%	7%	6%	7%	6%	7%	7%	7%	10%	10%
Taxation/municipal gov't spending (NET)	12%	14%	7%	9%	9%	6%	11%	19%	15%	14%	15%	11%	11%	6%	9%	8%	5%	7%
Economy (NET)	2%	1%	1%	1%	1%	1%	3%	3%	2%	3%	4%	2%	1%	0%	1%	3%	3%	6%
Healthcare (NET)	5%	5%	8%	6%	3%	2%	3%	2%	5%	4%	2%	2%	1%	6%	4%	3%	6%	5%
Education (NET)	22%	9%	11%	8%	10%	6%	8%	13%	10%	8%	10%	9%	7%	6%	5%	6%	5%	4%
Environment (NET)	8%	5%	4%	7%	5%	5%	7%	4%	4%	5%	2%	5%	2%	4%	3%	4%	3%	3%
COVID-19 (NET)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	6%	0% ▼

Note: Public safety was labelled as crime prior to 2021.

Base: All respondents

Q1. 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? Are there any other important local issues?

Satisfaction with City Services

THE OVERALL LEVEL AND QUALITY OF SERVICES PROVIDED BY THE CITY OF COQUITLAM

	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)	2012 (n=602)	2013 (n=400)	2015 (n=501)	2016 (n=500)	2017 (n=500)	2018 (n=500)	2019 (n=500)	2021 (n=500)	2023 (n=762)
Total Satisfied	96%	93%	93%	96%	92%	95%	95%	96%	94%	97%	96%	97%	95%	94%	96%	96%	93%
Very satisfied	37%	36%	25%	37%	32%	25%	34%	34%	37%	44%	39%	37%	39%	39%	46%	48%	38%

Base: All respondents

Q8. Now, please rate how satisfied you are with the overall level and quality of services provided by the City of Coquitlam.

TOTAL SATISFIED

	2007 (n=400)	2008 (n=400)	2009 (n=665)	2010 (n=400)	2011 (n=400)	2012 (n=602)	2013 (n=400)	2015 (n=501)	2016 (n=500)	2017 (n=500)	2018 (n=500)	2019 (n=500)	2021 (n=500)	2023 (n=762)
Public works, incl. drinking water quality & sewers	96%	95%	97%	97%	98%	98%	98%	98%	98%	98%	98%	97%	98%	94%
Parks, trails, & other green space	94%	96%	93%	95%	94%	96%	97%	97%	96%	96%	97%	96%	95%	92%
Fire services	97%	95%	96%	95%	93%	96%	98%	96%	98%	98%	98%	97%	96%	90%
Recycling & garbage services	86%	81%	76%	88%	84%	88%	92%	88%	91%	88%	86%	91%	93%	87%
Police services	92%	90%	90%	93%	92%	92%	95%	93%	95%	96%	96%	96%	93%	86%
Sports fields	89%	91%	89%	89%	90%	92%	94%	93%	93%	95%	92%	92%	93%	85%
Recreational & cultural opportunities	90%	90%	90%	91%	91%	92%	93%	93%	94%	90%	92%	90%	94%	84%
Road maintenance	66%	75%	72%	74%	71%	76%	83%	80%	81%	74%	83%	81%	83%	77%
Neighbourhood planning	82%	79%	80%	79%	68%	78%	80%	77%	79%	77%	75%	75%	78%	63%

Base: All respondents

Q8. How satisfied are you with each of the following services? (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

Importance of City Services

	TOTAL IMPORTANT													
	2007	2008	2009	2010	2011	2012	2013	2015	2016	2017	2018	2019	2021	2023
	(n=400)	(n=400)	(n=665)	(n=400)	(n=400)	(n=602)	(n=400)	(n=501)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=762)
Public works, incl. drinking water quality & sewers	100%	100%	99%	98%	95%	99%	99%	99%	98%	99%	99%	99%	99%	98%
Parks, trails, & other green space	96%	97%	95%	94%	93%	96%	95%	96%	97%	97%	96%	96%	98%	97%
Road maintenance	97%	97%	99%	96%	96%	97%	97%	98%	98%	99%	98%	98%	96%	97%
Fire services	100%	99%	98%	99%	97%	98%	98%	98%	98%	99%	98%	99%	98%	96%
Police services	99%	98%	98%	97%	97%	96%	98%	99%	99%	99%	97%	97%	96%	96%
Recycling & garbage services	98%	98%	98%	98%	98%	95%	96%	96%	98%	97%	93%	98%	98%	94%▼
Neighbourhood planning	92%	92%	91%	88%	86%	90%	93%	92%	93%	94%	93%	94%	93%	93%
Recreational & cultural opportunities	93%	90%	92%	89%	90%	90%	91%	91%	92%	94%	90%	94%	94%	89%
Sports fields	83%	82%	83%	83%	82%	84%	84%	86%	84%	81%	80%	88%	83%	78%

Base: All respondents

Q7. 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.

Financial Planning

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2015	2016	2017	2018	2019	2021	2023
	(n=400)	(n=400)	(n=1,201)	(n=400)	(n=400)	(n=665)	(n=400)	(n=400)	(n=602)	(n=400)	(n=501)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=762)
Total Good Value	86%	85%	83%	86%	85%	86%	81%	81%	83%	88%	88%	86%	86%	88%	88%	89%	80%
Very good value	25%	27%	22%	21%	22%	20%	17%	18%	23%	23%	22%	20%	21%	24%	26%	23%	16%

Base: All respondents

Q9. 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?)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2015	2016	2017	2018	2019	2021	2023
	(n=1,200)	(n=400)	(n=400)	(n=1,201)	(n=400)	(n=400)	(n=665)	(n=400)	(n=400)	(n=602)	(n=400)	(n=501)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=762)
Total Increase Taxes	58%	48%	47%	55%	58%	55%	46%	46%	45%	43%	48%	53%	54%	51%	49%	59%	54%	42%▼
Total Cut Services	32%	37%	30%	35%	31%	26%	41%	44%	46%	43%	41%	34%	34%	38%	39%	29%	33%	43%▲

Base: All respondents

Q10. 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?

Customer Service

	CONTACT WITH CITY LAST 12 MONTHS												
	2008	2009	2010	2011	2012	2013	2015	2016	2017	2018	2019	2021	2023
	(n=400)	(n=665)	(n=400)	(n=400)	(n=602)	(n=400)	(n=501)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=762)
% Yes	41%	44%	47%	46%	47%	52%	51%	44%	50%	50%	46%	35%	40%

Base: All respondents

Q15. In the last 12 months, have you personally contacted or dealt with the City of Coquitlam or one of its employees?

	SATISFACTION WITH CUSTOMER SERVICE									
	2008	2013	2015	2016	2017	2018	2019	2021	2023	
	(n=180)	(n=207)	(n=274)	(n=247)	(n=269)	(n=264)	(n=246)	(n=192)	(n=316)	
Overall service you received	75%	89%	87%	88%	82%	87%	88%	91%	76%▼	
The courteousness of the staff	89%	92%	93%	92%	93%	97%	93%	96%	87%▼	
The ease of reaching staff	82%	91%	85%	86%	82%	86%	88%	90%	81%	
The ability of staff to understand your needs	84%	87%	89%	87%	83%	87%	85%	96%	80%▼	
Staff's knowledge	80%	92%	86%	87%	85%	88%	88%	95%	79%▼	
Staff's helpfulness	82%	93%	89%	89%	84%	88%	90%	93%	78%	
The speed and timeliness of service	74%	85%	88%	85%	77%	83%	88%	88%	76%▼	
Staff's ability to resolve your issue	71%	80%	79%	79%	75%	77%	78%	83%	69%	

Base: Those saying they contacted the City

Q18. Thinking about your personal experience with the City, how satisfied are you with each of the following? (Scale: very satisfied, somewhat satisfied, not very satisfied, not at all satisfied)

Work

	EMPLOYMENT STATUS									
	2012	2013	2015	2016	2017	2018	2019	2021	2023	
	(n=602)	(n=400)	(n=501)	(n=500)	(n=500)	(n=500)	(n=500)	(n=500)	(n=762)	
Total Employed	61%	63%	60%	57%	57%	61%	59%	59%	63%	

Base: All respondents
Q23. Which ONE of the following categories best describes your current employment status?

	LOCATION OF WORK OR SCHOOL									
	2012	2013	2015	2016	2017	2018	2019	2021	2023	
	(n=363)	(n=265)	(n=325)	(n=330)	(n=318)	(n=308)	(n=299)	(n=282)	(n=363)	
Based in Coquitlam	30%	23%	31%	22%	28%	25%	25%	31%	24%	

Base: Those saying they are employed or attending school
Q24. And, is your employment/school...?