INTRODUCTION
This report presents the findings of the City of Coquitlam’s 2017 Citizen Survey. Ipsos has been conducting this survey for the City since 2003.

The key research objectives of the 2017 survey included:

- Identify important community issues;
- Assess perceptions of the quality of life in Coquitlam;
- Measure the importance of and satisfaction with municipal services;
- Determine the perceived value for taxes and preferred funding options;
- Understand information needs and communication preferences;
- Measure contact with the City and satisfaction with the City’s customer service;
- Identify important transportation issues;
- Identify priorities for investment in parks, recreation, and culture;
- Identify important crime and personal safety issues; and,
- Determine employment status and location.

The insight gained from this research will ultimately help guide the City make important decisions around planning, budgeting, and issues management.
Methodology

Ipsos conducted a total of 500 telephone interviews with a randomly selected representative sample of Coquitlam residents aged 18 years or older.

The sample of residents was drawn by postal code. A screening question was included at the start of the survey to confirm residency in Coquitlam.

All interviews were conducted between May 18 and 29, 2017.

Overall results are accurate to within ±4.4 percentage points, nineteen times out of twenty. The margin of error will be larger for sample subgroups.

A breakout of the number of interviews conducted in each neighbourhood and the associated margins of error can be found below.

<table>
<thead>
<tr>
<th>Neighbourhood</th>
<th>Number of Interviews</th>
<th>Margin of Error (19 times out of 20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast Coquitlam</td>
<td>60</td>
<td>±12.7%</td>
</tr>
<tr>
<td>Westwood Plateau</td>
<td>89</td>
<td>±10.4%</td>
</tr>
<tr>
<td>City Centre</td>
<td>101</td>
<td>±9.8%</td>
</tr>
<tr>
<td>Central Coquitlam</td>
<td>128</td>
<td>±8.7%</td>
</tr>
<tr>
<td>West Coquitlam</td>
<td>122</td>
<td>±8.9%</td>
</tr>
</tbody>
</table>

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 the most recent Census data.
Neighbourhood Map

A map of the neighbourhoods identified in the survey can be found below.
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 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 similar surveys conducted by the City of Coquitlam in previous years. Comparing the year-over-year results 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.

Arrows (↑↓) are used to denote any significant differences between 2017 and 2016.

Normative Comparisons

Where appropriate, this year’s results have been compared to Ipsos’ database of municipal norms for British Columbia generally and the Lower Mainland specifically. These normative comparisons provide additional insight, context, and benchmarks against which the City of Coquitlam can evaluate its performance.
EXECUTIVE SUMMARY
Quality of Life

Citizens remain decidedly positive about the quality of life in Coquitlam. Consistent with previous surveys, nearly all citizens this year rate the overall quality of life in Coquitlam today as either ‘very good’ or ‘good’. While this year’s results are not significantly different from 2016, the percentage rating the quality of life as ‘very good’ is notably higher now as compared to a decade ago.

Citizens are increasingly optimistic about the direction that quality of life is taking. When asked how the quality of life in Coquitlam has changed over the past five years, residents are more than twice as likely to say it has ‘improved’ than ‘worsened’, resulting in a strong positive net momentum score. This year’s net score is up significantly from 2016 and is one of the highest ever recorded in Coquitlam.

- Residents who think the quality of life has ‘improved’ attribute this to a number of different factors, with the top open-ended responses being “SkyTrain/Evergreen Line”, “improved recreational facilities/parks”, “improved transportation/roads”, and “growth/development”.

- Conversely, those who think the quality of life has ‘worsened’ cite “growth/development” and “traffic/traffic congestion” as the leading open-ended reasons behind deteriorating perceptions. Affordability, including “housing costs/affordable housing” and “economy/rising cost of living”, is also a contributing factor.

Citizens suggest a variety of actions the City could take to improve the quality of life in Coquitlam. While no single suggestion stands out from the rest, three of the top five open-ended responses focus on transportation, including “improve transit/public transportation”, “improve transportation infrastructure/roads”, and “improve traffic congestion/flow”. Other suggestions are “affordable housing” and “improve/expand recreation facilities/programs/services”. These results are generally consistent with 2016.
Issue Agenda

As a whole, transportation-related issues continue to top the public issue agenda. On an open-ended basis, more than one-third of citizens identify transportation as an important local issue, including mentions of “condition of streets/roads”, “traffic congestion”, “transportation (general)”, “quality/level of public transit”, “road safety”, and “parking”. Transportation has consistently been the leading top-of-mind community issue in Coquitlam and this year’s results are not significantly different from 2016.

Social issues – particularly housing costs – are a growing concern. Following transportation, the next most commonly cited community issue includes social concerns, mentioned by nearly one-quarter of citizens. The single biggest social issue by far is “housing/lack of affordable housing”. In fact, “housing/lack of affordable housing” is the most frequently mentioned issue overall when responses are not categorized into the broader thematic Nets. Other social issues include “poverty/homelessness” and “seniors issues”. Mentions of social issues have increased significantly for the second consecutive year and are at an all-time high.

Transportation

Public transportation and traffic congestion continue to be key top-of-mind transportation issues. When asked to identify what they see as the biggest transportation issue facing Coquitlam today, citizens most frequently mention the “quality/level of public transportation”, followed by “traffic/traffic congestion”. These were also the leading transportation issues in 2016. While the “Evergreen Line/SkyTrain” was also clearly on residents’ minds in 2016, very few identify it as an important transportation issue this year. The Evergreen Line commenced operations in late 2016.
Executive Summary (slide 3 of 6)

City Services

Overall satisfaction with City services remains high. Consistent with previous surveys, nearly all citizens this year say they are satisfied with the overall level and quality of services provided by the City of Coquitlam. Satisfaction with City services this year is not significantly different from 2016.

Satisfaction also extends to the delivery of specific services although citizens are notably less satisfied with road maintenance this year. At least nine-in-ten residents say they are satisfied with fire services, public works, police services, parks/trails/green space, sports fields, and recreational and cultural opportunities. A strong majority also say they are satisfied with recycling and garbage services. Relatively fewer say they are satisfied with neighbourhood planning and road maintenance. Satisfaction with road maintenance has dropped significantly this year.

Financial Planning

Perceptions of the City’s value for taxes remain high. Overall, nearly nine-in-ten citizens say they receive good value for their municipal tax dollars, consistent with 2016.

While citizens continue to prefer tax increases over service cuts, the balance is shifting. When given a choice between increased taxes or service cuts, half of all citizens choose increased taxes while nearly four-in-ten opt for service cuts. Citizens’ overall preference for tax increases over service cuts is consistent with 2016. However, with slightly fewer saying increase taxes and slightly more saying cut services, the gap separating the two options has narrowed this year although is still in line with the past 5 year average.
Parks, Recreation, and Culture

Citizens’ top investment priorities for parks, recreation, and culture are neighbourhood parks, community centres, and hiking, walking, and biking trails. All three of these items are deemed important by more than nine-in-ten citizens. Following this, the next most important items are public festivals and community events, swimming pools, sports fields and outdoor courts, and performing arts and theatre. In comparison, citizens place less emphasis on arena facilities and indoor racquet and court facilities. This year’s results are on par with 2016.

Crime and Personal Safety

Overall, few citizens identify crime as an important community issue. On an unprompted basis, less than 10% of citizens identify crime as an important local issue overall. Further, when asked to identify the biggest top-of-mind crime and personal safety issue currently facing Coquitlam, nearly three-in-ten decline to identify any specific issue (includes mentions of “none/nothing” and “don’t know”). Of the issues that are mentioned, “theft/robbery” tops the list, followed by “drugs”. In 2016, the single most frequently mentioned issue was “theft/robbery”.

Communication

Citizens continue to demonstrate a variety of information needs. This year’s leading top-of-mind responses are “community infrastructure (improvements, updates)” and “City spending/budgets”. Nearly four-in-ten citizens indicate they have no immediate information needs. This year’s top information requests are similar to 2016.

There is a growing demand for email communications. When asked how they would prefer to receive information from the City, citizens are most likely to mention “email”, followed by “mail” and “newspaper”. Other open-ended mentions include “City website”, “newsletter/pamphlet/flyer/brochure”, and “Internet (unspecified)”, among others. The gap between email and other methods of communication has widened this year.

If residents needed to contact the City of Coquitlam, there is a strong preference to initiate contact via the “telephone”. “Email” is the next most popular method. These results are consistent with 2016.
Community Engagement

When it comes to engaging residents in public consultation, citizens say they are most interested in public open houses, surveys, and online feedback forms. A majority also say they are interested in community workshops and small community focus groups. There is considerably less interest in participating via mail in workbooks, the City’s Facebook or Twitter page, and online blogs or discussion forums. While interest in community workshops dropped between 2015 and 2016, citizens this year express renewed interest in this method of public consultation.

Customer Service

Half of all citizens say they contacted or dealt with the City of Coquitlam in the last 12 months. Claimed contact with the City is on par with 2016. Among those who contacted the City:

- The most commonly mentioned open-ended reasons for establishing contact are “garbage/recycling collection” and “parks/recreational facilities”.
- Half say they contacted the City via the “telephone”. Other open-ended responses include “in-person” and “email”, among others.

The City continues to provide good customer service although satisfaction with speed and timeliness has dropped this year. Among those who contacted the City, more than eight-in-ten say they are satisfied with the overall service received, on par with 2016. Satisfaction also extends to the seven tested customer service elements, with the courteousness of staff standing out as a highlight. While the majority of residents are satisfied with the speed and timeliness of service, satisfaction has dropped significantly as compared to 2016.

Work

Key employment metrics hold steady. Overall, nearly six-in-ten residents say they are employed either full-time or part-time, on par with 2016. Nearly three-in-ten of those who are employed or students say their employment/school is based in Coquitlam, similar to last year.
Key Takeaways

1. Overall, citizens demonstrate predominately positive views of the community and City.
2. Perceptions of the quality of life in Coquitlam remain strong and citizens are increasingly optimistic about the direction that quality of life is taking.
3. As a whole, transportation-related issues continue to top the public issue agenda. However, social issues – particularly housing costs – are a growing concern for the second consecutive year.
   - Public transportation and traffic congestion consistently surface as key transportation issues.
4. Overall satisfaction with City services remains high. Satisfaction with road maintenance has dropped significantly this year.
5. Perceptions of the City’s value for taxes remain high. While citizens continue to prefer tax increases over service cuts, the balance is shifting although still in line with the past 5 year average.
6. Citizens’ top investment priorities for parks, recreation, and culture are neighbourhood parks, community centres, and hiking, walking, and biking trails.
7. Citizens continue to demonstrate a variety of information and communication preferences. There is a growing demand for email communications.
8. Residents are open to a variety of public consultation formats. Overall, residents say they are the most interested in participating via public open houses, surveys, and online feedback forms.
9. The City continues to provide good customer service although satisfaction with speed and timeliness has dropped significantly this year.
10. Key employment metrics hold steady.
Overall Quality of Life

Citizens are decidedly positive about the quality of life in Coquitlam today, with 98% rating the overall quality of life as either ‘very good’ (48%) or ‘good’ (50%).

- Analysis of year-over-year tracking data shows that citizens have consistently rated the quality of life in Coquitlam highly and this year’s results are not significantly different from 2016. However, the percentage rating the quality of life as ‘very good’ is notably higher now as compared to a decade ago.
- Perceptions of the quality of life in Coquitlam this year are on par with both the Lower Mainland and provincial norms.

Analysis by Demographic Subgroup

Perceptions of a ‘very good’ quality of life are significantly higher among:

- Men (54% vs. 43% of women);
- Those who are 35+ years of age (includes 52% of 35-54 years and 55% of 55+ years vs. 35% of 18-34 years);
- Those living outside of West Coquitlam (includes 63% in City Centre, 52% in Central Coquitlam, 51% in Northeast Coquitlam, and 50% in Westwood Plateau vs. 34% in West Coquitlam); and,
- Homeowners (54% vs. 36% of renters).
## Overall Quality of Life

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

Base: All respondents (n=500)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Good</th>
<th>Very good</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>98%</td>
<td>37%</td>
</tr>
<tr>
<td>2004</td>
<td>97%</td>
<td>38%</td>
</tr>
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<td>2005</td>
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<td>35%</td>
</tr>
<tr>
<td>2006</td>
<td>97%</td>
<td>25%</td>
</tr>
<tr>
<td>2007</td>
<td>98%</td>
<td>28%</td>
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<tr>
<td>2008</td>
<td>95%</td>
<td>29%</td>
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<td>2009</td>
<td>98%</td>
<td>30%</td>
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<td>2010</td>
<td>96%</td>
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<td>2011</td>
<td>99%</td>
<td>47%</td>
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<td>2012</td>
<td>96%</td>
<td>46%</td>
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<td>2013</td>
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<td>50%</td>
</tr>
<tr>
<td>2015</td>
<td>98%</td>
<td>51%</td>
</tr>
<tr>
<td>2016</td>
<td>98%</td>
<td>49%</td>
</tr>
<tr>
<td>2017</td>
<td>98%</td>
<td>48%</td>
</tr>
</tbody>
</table>

### Norms

<table>
<thead>
<tr>
<th>Year</th>
<th>Lower Mainland</th>
<th>British Columbia</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>48%</td>
<td>47%</td>
</tr>
<tr>
<td>2004</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>2005</td>
<td>2%</td>
<td>2%</td>
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<tr>
<td>2015</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>2016</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>2017</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Change in Quality of Life Past Five Years

When asked how the quality of life in Coquitlam has changed over the past five years, 50% of citizens say it has ‘stayed the same’, 33% say it has ‘improved’, and 15% say it has ‘worsened’. This yields a net momentum score of +18 percentage points.

- This year’s net score has increased significantly from 2016 and is one of the highest ever recorded in Coquitlam.
- Perceptions of how the quality of life has changed in Coquitlam are more positive than both the Lower Mainland and provincial norms.

Residents who think the quality of life has ‘improved’ attribute this to a number of different factors, with the top open-ended responses being “SkyTrain/Evergreen Line” (24%), “improved recreational facilities/parks” (18%), “improved transportation/roads” (16%), and “growth/development” (10%).

- The top response in 2016 was “improved transportation/roads”.

Conversely, residents who think the quality of life has ‘worsened’ cite “growth/development” (29%) and “traffic/traffic congestion” (21%) as the leading open-ended reasons behind deteriorating perceptions. Affordability is also a contributing factor, with 10% mentioning “housing costs/affordable housing” and 5% mentioning the “economy/rising cost of living”.

- These were also the main drivers of worsening impressions in 2016.

Analysis by Demographic Subgroup

Perceptions of an ‘improved’ quality of life are significantly higher among those living in Westwood Plateau, City Centre, and Northeast Coquitlam (50%, 46%, and 42% vs. 22% in Central Coquitlam, 23% in West Coquitlam) and those who have lived in Coquitlam for 11-20 years (40% vs. 26% of 21+ years, 37% of 10 years or less).

Perceptions of a ‘worsened’ quality of life are significantly higher among those who are 35+ years of age (includes 18% of 35-54 years and 22% of 55+ years vs. 2% of 18-34 years) and those who have lived in Coquitlam for 21+ years (20% vs. 7% of 10 years or less, 12% of 11-20 years).
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?

Base: All respondents (n=500)
Q4. Why do you think the quality of life has improved?

Base: Those saying the quality of life has improved (n=172)
Reasons Quality of Life has Worsened
(Among those saying the quality of life has worsened) (Coded Open-Ends)

Top Mentions 2016

<table>
<thead>
<tr>
<th>Reason</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth/development</td>
<td>28%</td>
</tr>
<tr>
<td>Traffic/traffic congestion</td>
<td>28%</td>
</tr>
<tr>
<td>Housing costs/affordable housing</td>
<td>21%</td>
</tr>
<tr>
<td>Economy/rising cost of living</td>
<td>15%</td>
</tr>
<tr>
<td>Crime/community safety/policing</td>
<td>9%</td>
</tr>
<tr>
<td>City management/leadership</td>
<td>9%</td>
</tr>
<tr>
<td>Lack of recreation/entertainment/parks</td>
<td>4%</td>
</tr>
<tr>
<td>Reduction/lack of services</td>
<td>4%</td>
</tr>
<tr>
<td>Condition of roads/streets</td>
<td>2%</td>
</tr>
<tr>
<td>Quality/level of public transportation</td>
<td>2%</td>
</tr>
<tr>
<td>Schools/education issues</td>
<td>2%</td>
</tr>
<tr>
<td>Nothing</td>
<td>2%</td>
</tr>
</tbody>
</table>

Mentions <2% not shown.

*Small base size, interpret with caution.

Q5. Why do you think the quality of life has worsened?
Base: Those saying the quality of life has worsened (n=86)*
Suggestions for Improving Quality of Life
(Coded Open-Ends, Multiple Responses Allowed)

Citizens suggest a variety of actions the City could take to improve the quality of life in Coquitlam. While no single suggestion stands out from the rest, three of the top five open-ended responses focus on transportation, including “improve transit/public transportation” (8%), “improve transportation infrastructure/roads” (8%), and “improve traffic congestion/flow” (7%). Other suggestions are “affordable housing” (7%) and “improve/expand recreation facilities/programs/services” (7%).

- These results are generally consistent with 2016.

More than one-quarter (26%) of citizens decline to provide any specific suggestions for actions the City could take to improve the quality of life (includes 23% saying “none/nothing” and 3% saying “don’t know”).

Analysis by Demographic Subgroup

Analysis by demographic subgroup shows some significant differences – highlights include:

- Mentions of “improve transportation infrastructure/roads” are higher among those living in West Coquitlam (12% vs. 3% in Westwood Plateau, 3% in City Centre, 8% in Northeast Coquitlam, 10% in Central Coquitlam) and those who have lived in Coquitlam for 21+ years (12% vs. 4% of 20 years or less).

- Mentions of “affordable housing” are higher among those who are 35-54 years of age (11% vs. 4% of 55+ years, 7% of 18-34 years).

- Mentions of “improve traffic congestion/flow” are higher among those who are 35-54 years of age (10% vs. 1% of 18-34 years, 8% of 55+ years).
Suggestions for Improving Quality of Life
(Coded Open-Ends, Multiple Responses Allowed)

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve transit/public transportation</td>
<td>8%</td>
</tr>
<tr>
<td>Improve transportation infrastructure/roads</td>
<td>8%</td>
</tr>
<tr>
<td>Affordable housing</td>
<td>7%</td>
</tr>
<tr>
<td>Improve/expand recreation facilities/programs/services</td>
<td>7%</td>
</tr>
<tr>
<td>Improve traffic congestion/flow</td>
<td>7%</td>
</tr>
<tr>
<td>More green space/parks</td>
<td>5%</td>
</tr>
<tr>
<td>Less density/development</td>
<td>4%</td>
</tr>
<tr>
<td>Lower/reduced taxes</td>
<td>4%</td>
</tr>
<tr>
<td>More community events (incl. events for children)</td>
<td>4%</td>
</tr>
<tr>
<td>Improve hospitals/health-care</td>
<td>4%</td>
</tr>
<tr>
<td>Improve community safety</td>
<td>3%</td>
</tr>
<tr>
<td>Improve/add more walkways/sidewalks/bike paths</td>
<td>3%</td>
</tr>
<tr>
<td>Improve/better urban development planning</td>
<td>3%</td>
</tr>
<tr>
<td>None/nothing</td>
<td>23%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3%</td>
</tr>
</tbody>
</table>

Mentions <3% not shown.

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?

Base: All respondents (n=500)
ISSUE AGENDA
Most Important Community Issues
(Coded Open-Ends, Multiple Responses Allowed)

Transportation tops the public issue agenda, with more than one-third (36%) of citizens identifying transportation as an important local issue on an open-ended basis. This includes mentions of “condition of streets/roads” (11%), “traffic congestion” (10%), “transportation (general)” (8%), “quality/level of public transit” (8%), “road safety” (1%), and “parking” (1%).

• Transportation has consistently been the leading top-of-mind community issue and this year’s results are not significantly different from 2016.

• Transportation mentions in Coquitlam are on par with both the Lower Mainland and provincial norms.

Following transportation, the next most important local issue is social (22%). The single biggest social issue by far is “housing/lack of affordable housing” (17%). In fact, “housing/lack of affordable housing” is the most frequently mentioned issue overall when responses are not categorized into the broader thematic Nets. Other social issues include “poverty/homelessness” (3%) and “seniors issues” (3%).

• Mentions of social issues have increased significantly for the second consecutive year and are at an all-time high.

• Mentions of social issues in Coquitlam are higher than both the Lower Mainland and provincial norms.

Other important community issues in Coquitlam this year include:

• Municipal government services (11%) – comprised of mentions related to “garbage services” (4%), “infrastructure (unspecified)” (3%), “snow removal” (2%), “City planning/zoning” (1%), and “municipal government services (general)” (1%).

• Growth and development (10%) – comprised of mentions related to “growth/development (general)” (5%), “level of development” (3%), and “population growth” (2%).

All other issues are mentioned by fewer than 10% of residents.
Most Important Community Issues
(Coded Open-Ends, Multiple Responses Allowed)

Analysis by demographic subgroup shows the following significant differences:

- **Transportation** is mentioned more often by those who are 35-54 years of age (42% vs. 31% of 55+ years, 32% of 18-34 years).
- **Social** is mentioned more often by those living in households without children under the age of 18 (26% vs. 14% of those with children at home).
  - Mentions of “housing/lack of affordable housing” are particularly high in West Coquitlam (24% vs. 9% in Northeast Coquitlam, 11% in Westwood Plateau, 15% in Central Coquitlam, 17% in City Centre).
- **Municipal government services** are mentioned more often by those living in households with children under the age of 18 (16% vs. 8% of those without children at home).
- **Education** is mentioned more often by those who are 35-54 years of age (9% vs. 4% of 55+ years, 5% of 18-34 years), those living in Westwood Plateau and City Centre (11% and 9% vs. 1% in Central Coquitlam, 6% in Northeast Coquitlam, 6% in West Coquitlam), those who have lived in Coquitlam for 20 years or less (includes 12% of 10 years or less and 8% of 11-20 years vs. 2% of 21+ years), and those living in households with children under the age of 18 (12% vs. 3% of those without children at home).
- **Healthcare** is mentioned more often by those who are 35-54 years of age (9% vs. 1% of 18-34 years, 7% of 55+ years).
- **Taxation and municipal government spending** is mentioned more often by older residents (11% of 55+ years vs. 0% of 18-34 years, 5% of 35-54 years) and those who have lived in Coquitlam for 21+ years (8% vs. 3% of 11-20 years, 4% of 10 years or less).
- **Environment** is mentioned more often by younger residents (8% of 18-34 years vs. 1% of 55+ years, 4% of 35-54 years).
## Most Important Community Issues

(Coded Open-Ends, Multiple Responses Allowed)

<table>
<thead>
<tr>
<th>Issue</th>
<th>First Mention</th>
<th>Second mention</th>
<th>Total Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation (NET)</td>
<td>26%</td>
<td>10%</td>
<td>36%</td>
</tr>
<tr>
<td>Social (NET)</td>
<td>16%</td>
<td>6%</td>
<td>22%</td>
</tr>
<tr>
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<th>NORMS</th>
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<tbody>
<tr>
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<td>36%</td>
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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?

Base: All respondents (n=500)
## Tracking Most Important Community Issues

(Coded Open-Ends, Multiple Responses Allowed)

### TOTAL MENTIONS

<table>
<thead>
<tr>
<th>Year</th>
<th>Transportation (NET)</th>
<th>Social (NET)</th>
<th>Municipal government services (NET)</th>
<th>Growth and development (NET)</th>
<th>Crime (NET)</th>
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</tbody>
</table>

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?

Base: All respondents
Recognizing that transportation is an important local issue, the survey asked residents to identify (on an open-ended basis) what they see as the biggest transportation issue facing Coquitlam today.

The most frequently mentioned issue is “quality/level of public transportation” (34%), followed by “traffic/traffic congestion” (25%). All other transportation issues are mentioned by less than 10% of residents.

- These were also the leading transportation issues in 2016.
- While the “Evergreen Line/SkyTrain” was also clearly on residents’ minds in 2016, very few identify it as an important transportation issue this year. The Evergreen Line commenced operations in late 2016.

**Analysis by Demographic Subgroup**

Analysis by demographic subgroup shows some significant differences – highlights include:

- Mentions of “quality/level of public transportation” are higher among younger residents (55% of 18-34 years vs. 18% of 55+ years, 32% of 35-54 years), those who have lived in Coquitlam for 20 years or less (includes 40% of 10 years or less and 46% of 11-20 years vs. 22% of 21+ years), and those living in households with children under the age of 18 (44% vs. 29% of those without children at home).

- Mentions of “traffic/traffic congestion” are higher among men (30% vs. 20% of women), those who are 35+ years of age (includes 29% of 35-54 years and 31% of 55+ years vs. 12% of 18-34 years), and those living in City Centre (36% vs. 19% in West Coquitlam, 22% in Central Coquitlam, 26% in Northeast Coquitlam, 26% in Westwood Plateau).
Q19. In your opinion, what is the biggest transportation issue facing the City of Coquitlam today?

Base: All respondents (n=500)
Overall Satisfaction with City Services

Overall satisfaction with City services is high, with 95% of citizens saying they are either ‘very satisfied’ (39%) or ‘somewhat satisfied’ (56%) with the overall level and quality of services provided by the City of Coquitlam.

- Satisfaction with City services this year is not significantly different from 2016.
- Satisfaction with City services in Coquitlam is consistent with the Lower Mainland norm. While overall satisfaction (combined ‘very/somewhat satisfied’ responses) is also on par with the provincial norm, Coquitlam residents are significantly more likely to say they are ‘very satisfied’.

Analysis by Demographic Subgroup

Residents living in Central Coquitlam are the most likely to say they are ‘very satisfied’ with the overall level and quality of municipal services (48% vs. 30% in West Coquitlam, 36% in Northeast Coquitlam, 40% in Westwood Plateau, 43% in City Centre).
Overall Satisfaction with City Services

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

Base: All respondents (n=500)
Satisfaction with Specific City Services

Satisfaction also extends to the delivery of specific services, with at least nine-in-ten residents saying they are satisfied (combined ‘very/somewhat satisfied’ responses) with:

- **Fire services** (98%);
- **Public works, including drinking water quality and sewers** (98%);
- **Police services** (96%);
- **Parks, trails, and other green space** (96%);
- **Sports fields** (95%); and,
- **Recreational and cultural opportunities** (90%).

A strong majority (88%) also say they are satisfied with **recycling and garbage services**.

Relatively fewer say they are satisfied with **neighbourhood planning** (77%) and **road maintenance** (74%). The intensity of satisfaction (e.g., ‘very satisfied’) is also much lower for these two services.

Satisfaction (combined ‘very/somewhat satisfied’ responses) with **road maintenance** has dropped significantly this year.

Coquitlam residents are more satisfied than both the Lower Mainland and provincial norm with **sports fields**. Coquitlam residents are also more satisfied than the Lower Mainland norm with **public works**.
Satisfaction with Specific City Services

Analysis by demographic subgroup shows the following significant differences:

• Satisfaction with **police services** is higher among women (98% vs. 93% of men).
• Satisfaction with **parks, trails, and other green space** is higher among those living in Central Coquitlam (98% vs. 91% in Northeast Coquitlam, 94% in City Centre, 97% in Westwood Plateau, 97% in West Coquitlam).
• Satisfaction with **sports fields** is higher among younger residents (99% of 18-34 years vs. 92% of 55+ years, 95% of 35-54 years).
• Satisfaction with **recreational and cultural opportunities** is higher among those who are 35-54 years of age (94% vs. 83% of 18-34 years, 92% of 55+ years).
• Satisfaction with **recycling and garbage services** is higher among those living in City Centre (94% vs. 81% in Northeast Coquitlam, 84% in Central Coquitlam, 85% in West Coquitlam, 92% in Westwood Plateau).
• Satisfaction with **neighbourhood planning** is higher among younger residents (86% of 18-34 years vs. 72% of 55+ years, 76% of 35-54 years) and those who have lived in Coquitlam for 11-20 years (83% vs. 73% of 21+ years, 79% of 10 years or less).
### Satisfaction with Specific City Services

<table>
<thead>
<tr>
<th>Service</th>
<th>TOTAL SATISFIED</th>
<th>NORMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire services</td>
<td>74%</td>
<td>98% 96% 95%</td>
</tr>
<tr>
<td>Public works, including drinking water quality and sewers</td>
<td>70%</td>
<td>98% 93% 94%</td>
</tr>
<tr>
<td>Police services</td>
<td>58%</td>
<td>96% 93% 92%</td>
</tr>
<tr>
<td>Parks, trails, and other green space</td>
<td>51%</td>
<td>96% 95% 94%</td>
</tr>
<tr>
<td>Sports fields</td>
<td>38%</td>
<td>95% 89% 90%</td>
</tr>
<tr>
<td>Recreational and cultural opportunities</td>
<td>37%</td>
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<td>Recycling and garbage services</td>
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<td>Neighbourhood planning</td>
<td>17%</td>
<td>77% 77% 78%*</td>
</tr>
<tr>
<td>Road maintenance</td>
<td>18%</td>
<td>74% 77% 77%</td>
</tr>
</tbody>
</table>

Very satisfied | Somewhat satisfied

**NORMS**
- Lower Mainland
- British Columbia

**Q8.** 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=500)

*Slightly different question wording.*
Q8. 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

<table>
<thead>
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</tr>
<tr>
<td>Public works, incl. drinking water quality &amp; sewers</td>
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<td>98%</td>
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<tr>
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<td>81%</td>
<td>74%</td>
</tr>
</tbody>
</table>
Importance of Specific City Services

All of the tested services are important to citizens, with the highest ‘very/somewhat important’ scores going to:

- **Public works, including drinking water quality and sewers** (99%);
- **Fire services** (99%);
- **Police services** (99%);
- **Road maintenance** (99%);
- **Recycling and garbage services** (97%);
- **Parks, trails, and other green space** (97%);
- **Neighbourhood planning** (94%); and,
- **Recreational and cultural opportunities** (94%).

Relatively fewer (but still a strong majority) say **sports fields** are important (81%).

While all of the tested services are important, there is significant variation in the intensity of importance, with the highest ‘very important’ ratings going to those services related to public health and safety (**public works, fire services, and police services**).

The overall importance (combined ‘very/somewhat important’ responses) of specific City services has not significantly changed from 2016 and is also on par with both the Lower Mainland and provincial norms.
Importance of Specific City Services

Analysis by demographic subgroup shows the following significant differences:

- **Recycling and garbage services** are more important to those living in Westwood Plateau, Central Coquitlam, and West Coquitlam (all 99% vs. 91% in City Centre, 92% in Northeast Coquitlam).

- **Neighbourhood planning** is more important to women (98% vs. 90% of men), older residents (97% of 55+ years vs. 88% of 18-34 years, 96% of 35-54 years), and homeowners (96% vs. 84% of renters).

- **Recreational and cultural opportunities** are more important to those living in West Coquitlam, Central Coquitlam, and City Centre (96%, 95%, and 94% vs. 82% in Northeast Coquitlam, 93% in Westwood Plateau) and those who have lived in Coquitlam for 11-20 years (99% vs. 92% of 21+ years, 93% of 10 years or less).

- **Sports fields** are more important to those living in households with children under the age of 18 (93% vs. 75% of those without children at home).
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.

Base: All respondents (n=500)
# Tracking Importance of Specific City Services

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<td>Public works, incl. drinking water quality &amp; sewers</td>
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<tr>
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</table>

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.

Base: All respondents
Action Grid for Specific City Services

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** represent services where the City is performing well and are of value to citizens. Efforts should be made to maintain high levels of satisfaction with these key services.

- **Primary Areas for Improvement** represent services where the City is performing relatively less well but are still of value to citizens. Delivery of these key services could be improved. They also represent the best opportunities for improving overall satisfaction with City services.

- **Secondary Strengths** represent services where the City is performing well but are of lesser value to citizens. 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** represent services where the City is performing relatively less well and are also of lesser value to citizens. Depending on available resources, the City may or may not wish to make a concerted 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 for Specific City Services

**STRENGTHS**
The City of Coquitlam has four **primary strengths**:
- Public works, including drinking water quality and sewers
- Fire services
- Police services
- Parks, trails, and other green space

The City also has one **secondary strength**:
- Sports fields

**AREAS FOR IMPROVEMENT**
The City of Coquitlam has two **primary areas for** improvement:
- Road maintenance
- Recycling and garbage services

The City has one **secondary area for** improvement:
- Neighbourhood planning

**Recreational and cultural opportunities** sits at the border of being a secondary strength/secondary area for improvement.
Action Grid for Specific City Services

Primary Areas for Improvement
- Road maintenance
- Recycling and garbage services
- Neighborhood planning

Secondary Areas for Improvement
- Sports fields

Primary Strengths
- Police services
- Fire services
- Public works, incl. drinking water quality & sewers

Secondary Strengths
- Parks, trails, and other green space
- Recreational and cultural opportunities

IMPORTANCE

SATISFACTION
FINANCIAL PLANNING
Value for Taxes

Overall, 86% of citizens say they receive either ‘very good value’ (21%) or ‘fairly good value’ (66%) for their municipal tax dollars.

• This year’s results are on par with 2016.
• The perceived value for taxes in Coquitlam is consistent with the Lower Mainland norm. However, it is higher than the provincial norm, particularly when considering the combined ‘very/fairly good value’ responses.

Analysis by Demographic Subgroup

The overall perceived value for taxes (combined ‘very/fairly good value’ responses) is significantly higher among:

• Those living in City Centre (93% vs. 81% in Northeast Coquitlam, 84% in Central Coquitlam, 84% in West Coquitlam, 87% in Westwood Plateau); and,
• Those not living in single, detached houses (92% vs. 83% of those in single, detached houses).
**Value for Taxes**

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?)

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**NORMS**

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<tr>
<td>British Columbia</td>
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</table>

**Base:** All respondents (n=500)
Balancing Taxation and Service Delivery Levels

Citizens prefer tax increases (51%) over service cuts (38%).

- Looking at tax increases specifically shows that 32% of citizens would prefer the City ‘increase taxes to maintain services at current levels’ while 19% say ‘increase taxes to enhance or expand services’.
- Preference for service cuts is predominately driven by a desire to maintain rather than reduce taxes (26% say ‘cut services to maintain current tax level’, 12% say ‘cut services to reduce taxes’).

Citizens’ overall preference for tax increases over service cuts is consistent with 2016. However, with slightly fewer saying increase taxes and slightly more saying cut services, the gap separating the two options has narrowed this year although is still in line with the past 5 year average.

Coquitlam residents’ tolerance for tax increases is on par with both the Lower Mainland and provincial norms.

*Analysis by Demographic Subgroup*

This year’s results are consistent across all key demographic subgroups.
Balancing Taxation and Service Delivery Levels

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?

Base: All respondents (n=500)
PARKS, RECREATION, AND CULTURE
Parks, Recreation, and Culture Priorities

To assist the City with parks, recreation, and culture planning, respondents were asked about the importance of nine different investment options over the next five years.

Overall, citizens attach the greatest importance (combined ‘very/somewhat important’ responses) to:

- Neighbourhood parks, including playgrounds and community gardens (95%);
- Community centres, including senior and youth facilities (93%); and,
- Hiking, walking, and biking trails (91%).

Following these, the next most important items are:

- Public festivals and community events (87%);
- Swimming pools (86%);
- Sports fields and outdoor courts (80%); and,
- Performing arts and theatre (80%).

In comparison, citizens place less emphasis on arena facilities for ice sports, curling, and lacrosse (69%) and indoor racquet and court facilities (59%).

This year’s results are consistent with 2016.
Parks, Recreation, and Culture Priorities

Analysis by demographic subgroup shows the following significant differences:

- **Neighbourhood parks** are more important to those who are under 55 years of age (includes 98% of 18-34 years and 97% of 35-54 years vs. 92% of 55+ years) and those living in City Centre, Central Coquitlam, and West Coquitlam (98%, 97%, and 94% vs. 85% in Northeast Coquitlam, 93% in Westwood Plateau).

- **Community centres** are more important to those living in City Centre (95% vs. 86% in Northeast Coquitlam, 91% in Westwood Plateau, 93% in Central Coquitlam, 93% in West Coquitlam).

- **Hiking, walking, and biking trails** are more important to those who are 35-54 years of age (95% vs. 88% of 55+ years, 89% of 18-34 years) and those who have lived in Coquitlam for 11+ years (includes 94% of 11-20 years and 93% of 21+ years vs. 81% of 10 years or less).

- **Swimming pools** are more important to those who are under the age of 55 years (includes 95% of 18-34 years and 89% of 35-54 years vs. 76% of 55+ years), those living in Central Coquitlam (91% vs. 77% in Northeast Coquitlam, 82% in Westwood Plateau, 85% in City Centre, 85% in West Coquitlam), and those living in households with children under the age of 18 (95% vs. 82% of those without children at home).

- **Sports fields and outdoor courts** are more important to those who are 35-54 years of age (85% vs. 74% of 55+ years, 83% of 18-34 years) and those living in households with children under the age of 18 (89% vs. 77% of those without children at home).

- **Performing arts and theatre** are more important to women (85% vs. 75% of men) and those who have lived in Coquitlam for 11-20 years (87% vs. 76% of 10 years or less, 78% of 21+ years).

- **Indoor racquet and court facilities** are more important to younger residents (72% of 18-34 years vs. 51% of 55+ years, 57% of 35-54 years), those who have lived in Coquitlam for 20 years or less (includes 71% of 10 years or less and 66% of 11-20 years vs. 49% of 21+ years), and those living in households with children under the age of 18 (70% vs. 54% of those without children at home).
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.

Q21. Neighbourhood parks including playgrounds and community gardens

Base: All respondents (n=500)
CRIME AND PERSONAL SAFETY
Important Crime and Personal Safety Issues
(Coded Open-Ends)

On an unprompted basis, fewer than 10% of citizens identify crime as an important local issue overall (see Most Important Community Issues).

Further, when asked to identify the biggest top-of-mind crime and personal safety issue currently facing Coquitlam, nearly three-in-ten (27%) citizens decline to identify any specific issue (includes 24% saying “none/nothing” and 3% saying “don’t know”).

  • This is consistent with 2016.

Of the issues that are mentioned, “theft/robbery” tops the list (28%), followed by “drugs” (15%). All other crime and personal safety issues are mentioned by less than 10% of citizens.

  • “Theft/robbery” was by far the most commonly mentioned issue in 2016. “Drugs” placed a distant second.

Analysis by Demographic Subgroup

Mentions of “theft/robbery” are significantly higher among those who are 35-54 years of age (35% vs. 19% of 18-34 years, 26% of 55+ years).
Q22. In your opinion, what is the biggest crime and personal safety issue currently facing the City of Coquitlam today?

Base: All respondents (n=500)
COMMUNICATION AND COMMUNITY ENGAGEMENT
When asked what kinds of information they are interested in receiving from the City of Coquitlam, residents’ leading top-of-mind responses are “community infrastructure (improvements, updates)” (17%) and “City spending/budgets” (11%). All other information requests are mentioned by less than 10% of respondents.

- This year’s top information requests are similar to 2016.

Nearly four-in-ten (39%) citizens indicate they have no immediate information needs, with 32% saying “none/nothing” and 7% saying “don’t know”.

**Analysis by Demographic Subgroup**

Mentions of “community infrastructure (improvements, updates)” are higher among those who are 35-54 years of age (24% vs. 12% of 55+ years, 13% of 18-34 years) and those living in West Coquitlam (25% vs. 10% in City Centre, 14% in Westwood Plateau, 14% in Central Coquitlam, 16% in Northeast Coquitlam).
Q11. Thinking about your information needs, what kinds of information do you want the City of Coquitlam to provide you with? Any others?

Base: All respondents (n=500)
Preferred Methods of Receiving City Information
(Coded Open-Ends, Multiple Mentions Allowed)

Citizens are interested in receiving City information via a variety of communication channels. The leading open-ended response is “email” (38%), followed by “mail” (24%) and “newspaper” (22%). Other mentions include “City website” (19%), “newsletter/pamphlet/flyer/brochure” (15%), and “Internet (unspecified)” (10%), among others.

- “Email” and “mail” were the leading communication channels in 2016. The gap between email and other methods of communication has widened this year.
- The preference for email communications in Coquitlam is higher than both the Lower Mainland and provincial norms.

Analysis by Demographic Subgroup

Analysis by demographic subgroup shows some significant differences – highlights include:

- “Email” is mentioned more often by men (45% vs. 32% of women), those who are under 55 years of age (includes 43% of 18-34 years and 42% of 35-54 years vs. 30% of 55+ years), those living in Westwood Plateau (50% vs. 30% in West Coquitlam, 34% in City Centre, 37% in Northeast Coquitlam, 43% in Central Coquitlam), and those who have lived in Coquitlam for 10 years or less (50% vs. 35% of 21+ years, 36% of 11-20 years).
- “Mail” is mentioned more often by those living in Central Coquitlam and West Coquitlam (35% and 30% vs. 12% in City Centre, 12% in Westwood Plateau, 19% in Northeast Coquitlam).
- “Newspaper” is mentioned more often by women (27% vs. 17% of men), older residents (30% of 55+ years vs. 13% of 18-34 years, 21% of 35-54 years), and those who have lived in Coquitlam for 21+ years (28% vs. 16% of 10 years or less, 17% of 11-20 years).
- “City website” is mentioned more often by those living in Northeast Coquitlam and City Centre (29% and 27% vs. 13% in West Coquitlam, 17% in Central Coquitlam, 23% in Westwood Plateau).
- “Newsletter/pamphlet/flyer/brochure” is mentioned more often by those who are 35+ years of age (includes 17% of 35-54 years and 20% of 55+ years vs. 6% of 18-34 years).
Q12. And what methods would be best for the City of Coquitlam to communicate information to you? Any others?  

Base: All respondents (n=500)
Preferred Methods of Contacting the City
(Coded Open-Ends, Multiple Mentions Allowed)

If residents needed to contact the City of Coquitlam, there is a strong preference to initiate contact via the “telephone” (78% mention the “telephone” on an open-ended basis). Another 50% say they would prefer to “email”. All other methods of communication are mentioned much less often and include “in-person” (17%) and “City website” (10%), among others.

• This year’s results are consistent with 2016.

Analysis by Demographic Subgroup

Analysis by demographic subgroup shows some significant differences – highlights include:

• Mentions of “telephone” are more common among those living in Northeast Coquitlam, West Coquitlam, and Central Coquitlam (88%, 87%, and 81% vs. 66% in Westwood Plateau, 67% in City Centre) and those who have lived in Coquitlam for 21+ years (82% vs. 71% of 11-20 years, 79% of 10 years or less).

• Mentions of “email” are more common among younger residents (61% of 18-34 years vs. 41% of 55+ years, 49% of 35-54 years).

• Mentions of “City website” are more common among those who are 35-54 years of age (17% vs. 6% of 18-34 years, 7% of 55+ years) and those who have lived in Coquitlam for 11-20 years (16% vs. 10% of 10 years or less, 7% of 21+ years).
Q13. If you needed to contact the City of Coquitlam, what contact method would you most prefer to use? Any others?
Base: All respondents (n=500)
Interest in Participating in Various Forms of Public Consultation

When it comes to engaging residents in public consultations, the formats that are of the most interest (combined ‘very/somewhat interested’ responses) to citizens are:

- **Public open houses where residents can observe and comment on information posted on display boards** (69%);
- **Surveys like this** (68%); and,
- **Feedback forms on the City’s website** (66%).

A majority also say they are interested in **community workshops where residents take part in active discussion sessions** (59%) and **small community focus groups** (53%).

There is considerably less interest in participating via:

- **Mail in workbooks** (40%);
- **The City’s Facebook or Twitter page** (39%); and,
- **Online blogs or discussion forums** (38%).

For all methods of public consultation, most of those interested describe themselves as ‘somewhat interested’ rather than ‘very interested’.

While interest in **community workshops** dropped between 2015 and 2016, citizens this year express renewed interest in this method of public consultation.
Interest in Participating in Various Forms of Public Consultation

Analysis by demographic subgroup reveals the following significant differences:

- Interest in **public open houses** is higher among those living in City Centre (79% vs. 59% in Westwood Plateau, 66% in Northeast Coquitlam, 67% in West Coquitlam, 68% in Central Coquitlam).

- Interest in **feedback forms on the City’s website** is higher among those who are under the age of 55 years (includes 70% of 18-34 years and 74% of 35-54 years vs. 55% of 55+ years).

- Interest in **community workshops** is higher among those living in City Centre (62% vs. 42% in Northeast Coquitlam, 56% in Central Coquitlam, 60% in Westwood Plateau, 60% in West Coquitlam).

- Interest in **small community focus groups** is higher among those who are 35-54 years of age (61% vs. 42% of 18-34 years, 52% of 55+ years) and those who have lived in Coquitlam for 11-20 years (58% vs. 40% of 10 years or less, 54% of 21+ years).

- Interest in **the City’s Facebook or Twitter page** is higher among younger residents (57% of 18-34 years vs. 23% of 55+ years, 41% of 35-54 years) and those who have lived in Coquitlam for 11-20 years (48% vs. 31% of 21+ years, 43% of 10 years or less).

- Interest in **online blogs or discussion forums** is higher among younger residents (59% of 18-34 years vs. 20% of 55+ years, 38% of 35-54 years) and those who have lived in Coquitlam for 11-20 years (44% vs. 31% of 21+ years, 41% of 10 years or less).
## Interest in Participating in Various Forms of Public Consultation

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<th>Form of Consultation</th>
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<td>Public open houses where residents can observe and comment on information posted on display boards</td>
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<td>69%</td>
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<tr>
<td>Surveys like this</td>
<td>11%</td>
<td>68%</td>
<td>67%</td>
<td>65%</td>
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<tr>
<td>Feedback forms on the City's website</td>
<td>19%</td>
<td>66%</td>
<td>67%</td>
<td>68%</td>
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<tr>
<td>Community workshops where residents take part in active discussion sessions</td>
<td>16%</td>
<td>59%</td>
<td>52%</td>
<td>59%</td>
</tr>
<tr>
<td>Small community focus groups</td>
<td>13%</td>
<td>53%</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>Mail in workbooks</td>
<td>10%</td>
<td>40%</td>
<td>42%</td>
<td>38%</td>
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<tr>
<td>The City's Facebook or Twitter page</td>
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<td>Online blogs or discussion forums</td>
<td>10%</td>
<td>38%</td>
<td>37%</td>
<td>36%</td>
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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?

Base: All respondents (n=500)
CUSTOMER SERVICE
Contact with City Last 12 Months

Half (50%) of all citizens say they personally contacted or dealt with the City of Coquitlam or one of its employees in the last 12 months.

- Claimed contact with the City is on par with 2016.
- Claimed contact in Coquitlam is also on par with both the Lower Mainland and provincial norms.

Among those who contacted the City, the most commonly mentioned open-ended reasons for establishing contact are “garbage/recycling collection” (17%) and “parks/recreational facilities” (10%).

- In 2016, the two main reasons for contacting the City were “garbage/recycling collection” and “pay my taxes/utilities”.

Half (51%) of those contacting the City say they did so via the “telephone”. Other open-ended responses include “in-person” (24%) and “email” (13%), among others.

- These were also the main stated methods of contacting the City in 2016.

Analysis by Demographic Subgroup

Claimed contact with the City is significantly higher among;

- Those who are 35+ years of age (includes 59% of 35-54 years and 57% of 55+ years vs. 28% of 18-34 years); and,
- Homeowners (57% vs. 37% of renters).
Contact with City Last 12 Months

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

Base: All respondents (n=500)
Q16. What was the main reason why you contacted the City?

Base: Those saying they contacted the City (n=269)
Contact Method
(Among those saying they contacted the City) (Coded Open-Ends)

- **Telephone**: 51%
- **In-person**: 24%
- **Email**: 13%
- **Website**: 4%
- **In writing such as by mail or fax**: 2%
- **Public gathering/community event**: 2%
- **Online**: <1%
- **Other**: 3%

**TOP MENTIONS 2016**
(n=247)
- Telephone: 51%
- In-person: 27%
- Email: 14%

Q17. How did you come into contact with the City?
Base: Those saying they contacted the City (n=269)
Citizens are satisfied with the City’s overall customer service, with 82% of those who contacted the City saying they are satisfied with the overall service received (includes 49% ‘very satisfied’).

- Satisfaction is not significantly different from 2016.
- Satisfaction in Coquitlam is on par with both the Lower Mainland and provincial norms.

Satisfaction (combined ‘very/somewhat satisfied’ responses) also extends to specific elements of the City’s customer service. Specifically, among those who contacted the City in the last 12 months:

- 93% say they are satisfied with the courteousness of the staff;
- 85% say they are satisfied with staff’s knowledge;
- 84% say they are satisfied with staff’s helpfulness;
- 83% say they are satisfied with the ability of staff to understand your needs;
- 82% say they are satisfied with the ease of reaching staff;
- 77% say they are satisfied with the speed and timeliness of service; and,
- 75% say they are satisfied with staff’s ability to resolve your issue.

Satisfaction with the speed and timeliness of service has dropped significantly this year as compared to 2016.

Normative comparisons show Coquitlam residents are less satisfied than both the Lower Mainland and provincial norms with the ability of staff to understand your needs, the ease of reaching staff, and the speed and timeliness of service. Coquitlam residents are also less satisfied than the Lower Mainland norm with staff’s helpfulness.

**Analysis by Demographic Subgroup**

Satisfaction (combined ‘very/somewhat satisfied’ responses) with the overall service received is significantly higher among men (90% vs. 74% of women).
Satisfaction with Customer Service
(Among those saying they contacted the City)

<table>
<thead>
<tr>
<th>Service Provided</th>
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<th>Somewhat Satisfied</th>
<th>Total Satisfied</th>
<th>NORMS Lower Mainland</th>
<th>NORMS British Columbia</th>
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<tbody>
<tr>
<td>Overall service you received</td>
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<td>84%</td>
<td>81%</td>
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<td>Staff’s helpfulness</td>
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<tr>
<td>The ability of staff to understand your needs</td>
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<td>83%</td>
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<tr>
<td>The ease of reaching staff</td>
<td>42%</td>
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<td>82%</td>
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<td>The speed and timeliness of service</td>
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<td>77%</td>
<td>86%</td>
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<td>Staff’s ability to resolve your issue</td>
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<td>75%</td>
<td>77%</td>
<td>76%</td>
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Q18. Thinking about your personal experience with the City, how satisfied are you with each of the following?
Base: Those saying they contacted the City (n=269)
# Satisfaction with Customer Service

(Among those saying they contacted the City)

## TOTAL SATISFIED

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<td>Staff's knowledge</td>
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<td>86%</td>
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<tr>
<td>Staff's helpfulness</td>
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<td>89%</td>
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<tr>
<td>The ability of staff to understand your needs</td>
<td>84%</td>
<td>87%</td>
<td>89%</td>
<td>87%</td>
<td>83%</td>
</tr>
<tr>
<td>The ease of reaching staff</td>
<td>82%</td>
<td>91%</td>
<td>85%</td>
<td>86%</td>
<td>82%</td>
</tr>
<tr>
<td>The speed and timeliness of service</td>
<td>74%</td>
<td>85%</td>
<td>88%</td>
<td>85%</td>
<td>77%</td>
</tr>
<tr>
<td>Staff's ability to resolve your issue</td>
<td>71%</td>
<td>80%</td>
<td>79%</td>
<td>79%</td>
<td>75%</td>
</tr>
</tbody>
</table>

---

**Q18.** Thinking about your personal experience with the City, how satisfied are you with each of the following?

Base: Those saying they contacted the City
WORK
Overall, 57% of residents say they are employed either ‘full-time’ (46%) or ‘part-time’ (11%) – this includes those who are self-employed. Another 24% say they are ‘retired’, 11% say they are ‘a student’, 4% identify themselves as ‘a homemaker’, and 3% say they are ‘not currently employed’.

- This year’s results are consistent with 2016.

Among those who are employed or students, 28% say their employment/school is ‘based in Coquitlam’. Another 33% say it is ‘based in a neighbouring municipality’, 23% say it is ‘based in Vancouver’, and 12% say it is ‘based elsewhere in the Lower Mainland’.

- The percentage saying their employment/school is ‘based in Coquitlam’ is not significantly different from 2016.

**Analysis by Demographic Subgroup**

Claimed full-time employment is significantly higher among:

- Men (52% vs. 40% of women);
- Those who are 35-54 years of age (69% vs. 26% of 55+ years, 39% of 18-34 years);
- Those living in Central Coquitlam and West Coquitlam (both 53% vs. 31% in City Centre, 40% in Northeast Coquitlam, 41% in Westwood Plateau); and,
- Those living in households with children under the age of 18 at home (59% vs. 40% of those without children at home).
Q23. Which ONE of the following categories best describes your current employment status?

**Base:** All respondents (n=500)

<table>
<thead>
<tr>
<th>Category</th>
<th>2009</th>
<th>2012</th>
<th>2013</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed full-time, including self employed</td>
<td>46%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed part-time, including self employed</td>
<td>11%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A homemaker</td>
<td>4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A student</td>
<td>11%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retired</td>
<td>24%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not currently employed</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Employed</strong></td>
<td>67%</td>
<td>61%</td>
<td>63%</td>
<td>60%</td>
<td>57%</td>
<td>57%</td>
</tr>
</tbody>
</table>
## Location of Work or School

(Among those saying they are employed or attending school)

<table>
<thead>
<tr>
<th>Location of Work or School</th>
<th>2009</th>
<th>2012</th>
<th>2013</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Based in Coquitlam</td>
<td>28%</td>
<td>30%</td>
<td>23%</td>
<td>31%</td>
<td>22%</td>
<td>28%</td>
</tr>
<tr>
<td>Based in a neighbouring municipality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Based in Vancouver</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Based elsewhere in the Lower Mainland</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q23. And, is your employment/school...?

Base: Those saying they are employed or attending school (n=318)
WEIGHTED SAMPLE CHARACTERISTICS
Hello, this is _________ calling from Ipsos. We’re a professional public opinion research company calling on behalf of the City of Coquitlam (KO-QUIT-LUM). This call may be recorded for quality assurance purposes. We are not selling anything. The City is looking for your input about its services and other important local issues.

May I please speak with the youngest person in the household who is 18 years of age or older? Is that you?

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

(IF NECESSARY: Please be assured that this survey is completely confidential.)
(IF NECESSARY: This survey will take around 15 minutes to complete.)
(INTEVIEWER NOTE: If inconvenient timing, schedule a call back.)

SCREENING

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, that is a radio or TV station or a newspaper or magazine
A market research firm
(Do NOT READ) None [ALWAYS LAST]

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

B. Do you live in the City of Coquitlam?

Yes
No

[IF ‘YES’ IN QB, CONTINUE. OTHERWISE, THANK & TERMINATE]
C. Can you please provide me with your full postal code? (IF NECESSARY, ADD: I assure you that this information will remain completely confidential. We only use it for classification purposes.) (INTERVIEWER NOTE: NEED FULL 6 DIGIT POSTAL CODE TO CONTINUE)

[RESPONDENT MUST PROVIDE FULL SIX-DIGIT POSTAL CODE TO CONTINUE. POSTAL CODE MUST MATCH ONE OF THOSE IN THE SAMPLE FILE. IF ANY OTHER POSTAL CODE OR ‘DK/REF’, THANK & TERMINATE.]

D. The City of Coquitlam is interested in hearing from a broad cross-section of the public, including representation from all age groups. Please tell me into which of the following age categories you fall. (READ LIST UNTIL ANSWERED)

18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 or older

[IF ‘DK/REF’ IN QD, THANK & TERMINATE. OTHERWISE, CONTINUE]

E. (DO NOT ASK) [RECORD GENDER]

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 MENTION)

[OPEN-END - RECORD 1ST MENTION SEPERATELY]
[OPEN-END - RECORD 2ND MENTION SEPERATELY]
None/nothing

[IF ‘NONE/DK/REF’ AT ANY TIME AT Q1, SKIP TO Q2]
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. 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)

[OPEN END]

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

[OPEN END]

[ASK ALL]
6. 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? (ACCEPT 2 MENTIONS)

[OPEN-END]
None/nothing

CITY SERVICES

7. 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 (READ LIST). The first one is [INSERT ITEM]. (How about) [INSERT ITEM]? (REPEAT LIST IF NECESSARY)
8. Now, please rate how satisfied you are with the City of Coquitlam’s services on a scale of (READ LIST). The first one is [INSERT ITEM]. (How about) [INSERT ITEM]? (REPEAT LIST 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...

9. 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

10. 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
(DO NOT READ) None [ALWAYS LAST]

COMMUNICATION AND COMMUNITY ENGAGEMENT

Changing topics slightly...

11. 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)

[OPEN-END]
None/nothing

12. 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)
13. If you needed to contact the City of Coquitlam, what contact method would you most prefer to use? Any others? **(DO NOT READ LIST; ACCEPT 2 MENTIONS)**
   (If necessary, explain to respondents that this question is about how they would like to contact the City, while the previous question was about how they would like to receive information from the City.)

14. 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? The first one is **[INSERT ITEM]**. Would you say **(READ LIST)**? (How about) **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

**[RANDOMIZE]**
Feedback forms on the City’s website
Public open houses where residents can observe and comment on information posted on display boards
Surveys like this
Community workshops where residents take part in active discussion sessions
Mail in workbooks
Online blogs or discussion forums
The City’s Facebook or Twitter page
Small community focus groups

Very interested
Somewhat interested
Not very interested
Not at all interested

CUSTOMER SERVICE

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

Yes
No

[IF ‘YES’ IN Q15, ASK Q16-Q18. OTHERWISE, SKIP TO Q19]
(Q16/17/18: (READ IF NECESSARY: Please think about your most recent contact with the City.)
16. What was the main reason why you contacted the City? (ACCEPT 1 MENTION)

[OPEN END]

17. How did you come into contact with the City? (DO NOT READ LIST; ACCEPT 1 MENTION)

Telephone
Email
Website
In-person
In writing such as by mail or fax
Other (Specify) [SPECIFY]

18. Thinking about your personal experience with the City, how satisfied are you with each of the following? [INSERT ITEM] Would you say (READ LIST)? (How about) [INSERT ITEM]? (REPEAT LIST IF NECESSARY)

[RANDOMIZE]
[ALWAYS FIRST] Overall service you received
The courteousness of the staff
The ability of staff to understand your needs
The ease of reaching staff
Staff's knowledge
The speed and timeliness of service
Staff's helpfulness
Staff's ability to resolve your issue

Very satisfied
Somewhat satisfied
Not very satisfied
Not at all satisfied

TRANSPORTATION

[ASK ALL]
Next, a few questions about transportation...

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

[OPEN-END]
None/nothing

20. [DELETED]

PARKS, RECREATION, AND CULTURE

21. 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 (READ LIST). The first one is [INSERT ITEM]. (How about) [INSERT ITEM]? [REPEAT LIST IF NECESSARY]

[RANDOMIZE]
Hiking, walking, and biking trails
Neighbourhood parks including playgrounds and community gardens
Sports fields and outdoor courts (IF NECESSARY: This includes things such as soccer, baseball, and football fields and basketball, tennis, outdoor volleyball courts, and lacrosse boxes)
Indoor racquet and court facilities
Arena facilities for ice sports, curling, and lacrosse
Swimming pools
Community centres, including senior and youth facilities
Public festivals and community events
Performing arts and theatre

Very important
Somewhat important
Not very important
Not at all important

CRIME

Next, a question about crime and personal safety...

22. In your opinion, what is the biggest crime and personal safety issue currently facing the City of Coquitlam today? (ACCEPT 1 MENTION)

[OPEN-END]
None/nothing

WORK

Changing topics slightly...

23. Which ONE of the following categories best describes your current employment status? (READ LIST; ACCEPT 1 MENTION ONLY)

   (INTERVIEWER NOTE: If respondent mentions more than one answer, probe for best)

[DO NOT RANDOMIZE]
Employed full-time, including self employed
Employed part-time, including self employed
A homemaker
A student
Retired
Not currently employed
(DO NOT READ) Other [DO NOT SPECIFY]

[IF ‘EMPLOYED FT/PT’ OR ‘STUDENT’ IN Q23, ASK Q24. OTHERWISE, SKIP TO Q25]
24. And, is your [IF EMPLOYED, INSERT: employment; IF STUDENT, INSERT: school] (READ LIST)? (ACCEPT 1 MENTION ONLY)

[DO NOT RANDOMIZE]
Based in Coquitlam
Based in a neighbouring municipality (IF NECESSARY: This includes Port Moody, Port Coquitlam, New Westminster, and Burnaby)
Based in Vancouver
Based elsewhere in the Lower Mainland
(Do not read) Other [Do not specify]

DEMOGRAPHICS

[Ask all]
Finally, I just want to ask you some questions for statistical purposes.

25. How many years have you lived in the City of Coquitlam? (If less than 1 year, enter 0)

[RANGE 0 TO 100]

26. Do you own or rent your current place of residence?
   Own
   Rent

27. What type of housing do you currently occupy? (Read list; accept 1 mention)

[Do not randomize]
Single, detached house
Duplex, triplex, or semi-detached
Townhouse or rowhouse
Apartment
Secondary suite
(Do not read) Other (Specify) (Note to interviewer: If respondent says ‘condominium’, ask: Do you mean an apartment, townhouse, or duplex?)

[Specify]

28. Do you have any children under the age of 18 living in your household?
   Yes
   No

Thank you for helping us to complete this survey!