

# 2022 CITIZEN SURVEY

City of Port Moody

Final Report

June 29, 2022

© 2022 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



# Contents

## 1 INTRODUCTION

---

## 2 TELEPHONE SURVEY RESULTS

---

- Executive Summary
- Detailed Results
  - Quality of Life
  - Important Local Issues
  - Municipal Governance, Leadership, and Services
  - Financial Planning
  - Communication
  - Tourism
  - Environmental Protection
  - COVID-19 Impact

## 3 APPENDIX: ONLINE SURVEY RESULTS

---

## 4 APPENDIX: SAMPLE CHARACTERISTICS

---



# INTRODUCTION

1

# Background & Objectives

**This report presents the findings of the City of Port Moody's 2022 Citizen Survey. The main purpose of this survey is to obtain residents' feedback on City performance, services, and overall quality of life.**

**The City has been conducting Citizen Surveys since 2012, with surveys typically conducted every two years. No survey was conducted in 2020 due to the COVID-19 pandemic.**

## KEY SURVEY TOPICS:

- Quality of life
- Important local issues
- Municipal governance, leadership, and services
- Financial planning
- Communication
- Tourism
- Environmental protection
- COVID-19 impact

Insight gained by this research helps the City make important decisions regarding planning, budgeting, and service improvements.





# Methodology



## TELEPHONE SURVEY

Similar to previous years, Ipsos conducted a total of 400 landline telephone interviews with a randomly selected sample of adult (18+) Port Moody residents.

Sample was pulled by postal code and FSA (first three postal code digits). A screening question was included at the start of the survey to confirm residency in Port Moody. Households with members who work for the City, the media, and/or a market research firm were excluded from the survey.

All interviews were conducted between April 12 and May 9, 2022.

The final data has been weighted to ensure that the gender/age distribution reflects that of the actual population in Port Moody according to 2021 Canadian Census data.

Despite Ipsos' best efforts to engage younger residents, the final number of 18-34 year olds in the sample is too small to apply a statistical weight to this group. As such, age weighting was applied to 18-54, 55-64, and 65+ years of age. It is common for younger residents to be under-represented in landline telephone surveys as they are more likely to live in cellphone-only households that cannot be reached by conventional landline calling.

The margin of error for the total sample of 400 is  $\pm 4.9\%$ , nineteen times out of twenty. 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.

Where possible, this year's results have been compared to past City of Port Moody Citizen Surveys to understand how citizens' attitudes and priorities are changing, identify new or emerging issues facing the community, and monitor perceptions of the City's performance in key areas. Statistically significant differences between 2022 and 2018 are designated by triangles (▲▼).

Normative comparisons have been provided where possible. These norms are based on research Ipsos has conducted in other British Columbian municipalities within the past five years and provide a benchmark against which the City of Port Moody can evaluate its performance.

## Methodology (cont.)



### ONLINE SURVEY

The 2022 Citizen Survey also included, for the first time, a separate online survey that gave all residents an opportunity to provide their feedback, including those not typically reached through conventional landline telephone interviewing. The focus on inclusiveness means that residents self-selected whether to take part or not, and the results should not be considered as representative of the population as a whole. The City was responsible for promoting the online survey to the community.

While the online survey asked respondents the same screening questions as the telephone survey, all online respondents were allowed to continue regardless of their responses. A maximum of 3 surveys per IP address were accepted.

In total, 644 respondents completed the online survey between April 20 and May 13, 2022, including:

- 588 respondents who meet the same qualifying criteria as the telephone survey (e.g., Port Moody residents who are 18+ years of age and do not live in households with members who work for the City, the media, and/or a market research firm)
- 56 respondents who would have been screened out of the telephone survey for one or more of the following reasons: not a resident of Port Moody, live in households with members who work for the City, the media, and/or a market research firm, cannot be classified into one of these categories due to their refusal to answer the upfront screening questions

**The online results shown in this report are based on the 588 respondents who meet the same qualifying criteria as the telephone survey.** Results for City staff households and non-residents can be found in the detailed tables for the online survey under a separate cover.

No weighting was applied to the online data and no margin of error is applicable.

# TELEPHONE SURVEY RESULTS

# 2



# EXECUTIVE SUMMARY

# Executive Summary

## QUALITY OF LIFE

**Perceptions of overall quality of life are positive but down from previous years.**

- Nearly all (98%) citizens rate Port Moody's overall quality of life as 'very good' (52%) or 'good' (46%). While overall perceptions (combined 'very good/good' responses) are unchanged from 2018, the intensity has softened, with the percentage rating the quality of life as 'very good' down 14 points.

**Perceptions of the direction that quality of life is taking have deteriorated.**

- Just over half (55%) say the quality of life in Port Moody has 'stayed the same' over the past three years. Nearly one-third (32%) say it has 'worsened' compared to only 12% saying 'improved'. This yields a net momentum score of -20, down from +2 in 2018.
- Those saying the quality of life has 'improved' attribute this to a variety of factors, including "growth/development" (24%), "good amenities/services" (16%), "more activities/things to do" (15%), and "parks/trails/greenspace" (10%).
- "Traffic" (36%) and "growth/development" (27%) are the main reasons for saying the quality of life has 'worsened'.

## IMPORTANT LOCAL ISSUES

**Transportation and growth continue to dominate the public issue agenda.**

- When asked to identify important local issues on an open-ended basis, 38% of citizens mention transportation and 36% mention growth and development. These were also the two most frequently mentioned issues in 2018.
  - Transportation is mainly comprised of mentions related to "traffic congestion" (24%).
  - The main growth-related issues are "growth/development (general)" (10%) and "density/housing density" (10%).

**Social issues are a growing concern.**

- Social issues have jumped 13 points to now sit at 22%, making it the third most frequently mentioned issue overall. Social issues is mainly comprised of mentions related to "housing/lack of affordable housing" (18%).

# Executive Summary

## MUNICIPAL GOVERNANCE, LEADERSHIP, AND SERVICES

### Satisfaction with municipal governance and leadership has dropped. Satisfaction is higher for Administration than for Council.

- Overall, 61% of citizens say they are satisfied (combined 'very/somewhat satisfied' responses) with how the City's *municipal government, including Council and Administration as a whole* is running the community, down 25 points from 2018.
- Nearly eight-in-ten (79%) say they are satisfied with *Administration, excluding Council* (down 8 points), while just over half (52%) say they are satisfied with *Council, excluding Administration* (down 23 points).

### Overall satisfaction with City services has declined.

- In total, 94% of citizens say they are satisfied with the City's overall level and quality of services (32% 'very satisfied', 63% 'somewhat satisfied'). This year's results are lower than 2018, with overall satisfaction dropping 3 points and the intensity of satisfaction (e.g., 'very satisfied') dropping 17 points. The decline in satisfaction may be at least partly attributable to the COVID-19 pandemic which impacted the delivery of some municipal services and programs. The next survey will be an opportunity to see if this lower satisfaction rating persists or rebounds to pre-pandemic levels.

### Satisfaction with specific services varies, highest for fire rescue and lowest for traffic management. Satisfaction with roads/sewers and land use/community planning has declined this year.

- Of the 16 evaluated services, five receive an overall satisfaction score (combined 'very/somewhat satisfied' responses) of 90% or more, including *fire rescue* (97%), *police services* (95%), *library* (93%), *parks, trails, and other green space* (92%), and *recycling and garbage services* (90%).
- A strong majority of citizens also say they are satisfied with *recreational programs and facilities* (89%), *cultural programs and facilities* (85%), *environmental protection* (84%), *sports fields* (82%), *heritage programs and facilities* (82%), *communication with residents* (80%), *bylaw enforcement* (78%), *maintenance of roads and sewers* (78%), and *permits and licensing* (72%).
- Opinion is mixed on *land use and community planning* (55%), while less than half (47%) say they are satisfied with *traffic management, including traffic calming and improving the flow of traffic*.
- Drops in satisfaction are seen for *maintenance of roads and sewers* (down 6 points) and *land use and community planning* (down 11 points).



# Executive Summary

## FINANCIAL PLANNING

### Perceptions of the City's value for taxes have slipped this year.

- Overall, 83% of citizens say they receive good value for their municipal tax dollars (14% 'very good value', 70% 'fairly good value'). Overall perceptions are down 6 points from 2018, and the intensity of ratings (e.g., 'very good value') is down 12 points.

### Recreation and traffic top citizens' list of service improvements.

- When asked which City programs and services they would most like to see improved, the two most frequent responses are "recreation" (14%) and "traffic congestion" (13%), consistent with 2018. Other mentions include "planning/land use/City growth management" (9%, up 6 points), "arts and culture (heritage, music, etc.)" (9%, up 5 points), and "parks/greenspace/trails" (8%, no change).

### Citizens continue to prefer tax increases over service cuts.

- When given the choice between increased taxes or reduced services, 52% of citizens opt for tax increases while 38% say they would prefer service cuts. The preference for tax increases over service cuts is consistent with 2018; however, with slightly fewer saying increase taxes and slightly more saying cut services, the gap separating the two options has narrowed this year.

### Most citizens do not have any suggestions for non-taxation revenue generating ideas. Of the suggestions that are provided, paid parking and reduced spending top the list.

- Overall, 57% are unable to offer any suggestions for non-taxation revenue generating ideas. The two most frequently mentioned responses are "more parking meters/paid parking" (6%, on par with 2018) and "reduce spending (includes reduce staff/salaries)" (6%, up 3 points).

### Citizens remain split on the idea of debt financing.

- Overall, 51% say they would support the City going into debt to help finance new amenities while 49% are opposed (on par with 2018).
- The two main reasons for opposing debt financing are "do not need new amenities/fine as is" (20%) and "should have the money in advance/prior to spending" (16%). Mentions of "should have the money in advance/prior to spending" are down 28 points this year.

# Executive Summary

## COMMUNICATION

### Information on community planning continues to generate the most interest.

- Nearly one-third (32%) of citizens say they would like the City to provide them with information on “community planning/land use/new developments”. This is more than double what is reported for any other single type of information, with the next most frequently mentioned responses being “community updates/what’s new” (12%) and “municipal taxes/property taxes/budget” (10%). These were also the top three information requests in 2018.

### Email is the best way of communicating information to citizens.

- Overall, 44% of citizens identify “email” as the best way for the City to communicate information to them, up 7 points from 2018. Other mentions include “newsletter/pamphlet/flyer/brochure” (26%), “City website” (21%), “mail” (20%), “newspaper” (13%), and “social media (Twitter, Facebook, apps)” (13%).

### The Port Moody calendar and garbage schedule is the most useful of the evaluated communication channels; advertisements in local newspapers score lowest.

- Overall, 86% of citizens say they find *the Port Moody calendar and garbage schedule* useful.
- Other useful methods of communication include *maps and guides such as Guide to Summer, Heritage and Public Art Guide, Community Guide, Parks and Trails Map, etc.* (78%), *signs* (73%), *City website, including live video streaming of meetings* (70%), *the online version of the Happening Recreation Guide* (69%), *the Focus printed newsletter* (65%), *the printed version of the Happening Recreation Guide* (61%), and *social media, including Facebook, Twitter, Instagram, and solid waste app* (58%).
- Opinion is mixed on the usefulness of *digital billboards* (50%), while less than half (47%) say they find *advertisements in local newspapers* useful.
- Compared to 2018, the usefulness of *maps and guides* has increased by 6 points. Conversely, drops in usefulness are seen for both *the printed version of the Happening Recreation Guide* (down 12 points) and *advertisements in local papers* (down 10 points).

# Executive Summary

## CITY WEBSITE

### The frequency of using the City's website has not changed.

- Most (90%) citizens have used the City of Port Moody's website, with more than three-in-ten (31%) saying they use the website once a month or more. One-in-ten (10%) say they never use the City's website. This year's results are statistically consistent with 2018.

### Those who use the website generally find it useful.

- Overall, 92% of those who use the City's website say the information and services available online are useful (39% 'very useful', 53% 'somewhat useful'). This year's results are on par with 2018.

### Website users offer few suggestions for other types of online information or services.

- More than eight-in-ten (83%) of those who use the City's website are unable to offer any specific suggestions for other types of information or online services that they would like to see included on the website, consistent with 2018. Of the few suggestions that are provided, the most frequently mentioned responses are "improve website navigation (user-friendly)" (4%), "planning/development (including current/upcoming projects)" (3%), and "up-to-date/timely information" (2%).



# Executive Summary

## TOURISM

**Citizens support a variety of tourism-related investments – one notable exception is shopping destinations.**

- Of the evaluated items, there is the most support for investing in *festivals* (84%) and *parks and trails* (82%) to help attract out of town visitors.
- There is also majority support for investing in *cultural facilities and events* (78%), *food and beverage destinations* (76%), *heritage facilities and events* (70%), and *sporting facilities and events* (69%).
- Only a minority (36%) support investing in *shopping destinations* to help attract out of town visitors.
- This year's results are statistically consistent with 2018.

## ENVIRONMENTAL PROTECTION

**Environmental protection continues to be a priority for citizens.**

- A strong majority (82%) of citizens say it is important for the City to be a leader in protecting the environment, even if doing so increases their municipal taxes. Nearly half (48%) say this is 'very important', while 34% say 'somewhat important'. This year's results are similar to 2018.

## COVID-19 IMPACT

**Citizens prefer online over in-person access to City services and information.**

- Just over half (54%) say they would prefer to access City services and information (such as making payments, scheduling appointments, and submitting applications) 'mostly online'.
- Another 38% say they would prefer a 'combination of both online and in-person'.
- Very few (6%) say they would prefer access to services and information to be 'mostly in-person'.
- No tracking information is available for this question.

# Survey Highlights (slide 1 of 2)

Key survey measures are positive but lower than previous years.

- 1
    - Overall Quality of Life: 98% good, including 52% 'very good' (down 14 points)
    - Satisfaction with Municipal Government as a Whole: 61% satisfied (down 25 points)
    - Overall Satisfaction with City Services: 94% satisfied (down 3 points), including 32% 'very satisfied' (down 17 points)
    - Value for Taxes: 83% good value (down 6 points), including 14% 'very good value' (down 12 points)
- 

Transportation and growth are priority areas for improvement.

- 2
    - Perceptions of a worsened quality of life are exacerbated this year, mainly due to concerns around traffic and growth
    - Issues related to transportation (primarily traffic congestion) and growth dominate the public issue agenda
    - Traffic management and land use/community planning receive notably lower satisfaction scores than all other evaluated services
    - Satisfaction with the maintenance of roads/sewers and land use/community planning has declined this year
- 

- 3
    - Social issues (particularly housing/housing affordability) are a growing concern.
- 

- 4
    - While the environment sits further down the public issue agenda, most citizens still think it is important for the City to be a leader in this area.
-

## Survey Highlights (slide 2 of 2)

**5** Citizens continue to prefer tax increases over service cuts and remain split on the idea of debt financing.

---

**6** Perceptions of City communications are largely positive.

- 80% are satisfied with the City's communication with residents
- The majority find the City's communication channels useful – exceptions are digital billboards and advertisements in local papers

---

**7** There is support for all the evaluated tourism-related investments except shopping destinations.

---

**8** Citizens prefer online over in-person access to City services and information.

---



# DETAILED RESULTS

# QUALITY OF LIFE

# Quality of Life

**Perceptions of overall quality of life are positive but down from previous years.** Nearly all (98%) citizens rate Port Moody's overall quality of life as 'very good' (52%) or 'good' (46%). While overall perceptions (combined 'very good/good' responses) are unchanged from 2018, the intensity has softened, with the percentage rating the quality of life as 'very good' down 14 points. Nonetheless, 'very good' ratings in Port Moody are still higher than the municipal norm.

- Overall perceptions of quality of life are higher among women than men (100% vs. 95%).

**Perceptions of the direction that quality of life is taking have deteriorated.** Just over half (55%) say the quality of life in Port Moody has 'stayed the same' over the past three years. Nearly one-third (32%) say it has 'worsened' compared to only 12% saying 'improved'. This yields a net momentum score of -20, down from +2 in 2018. This year's net score is also lower than the municipal norm.

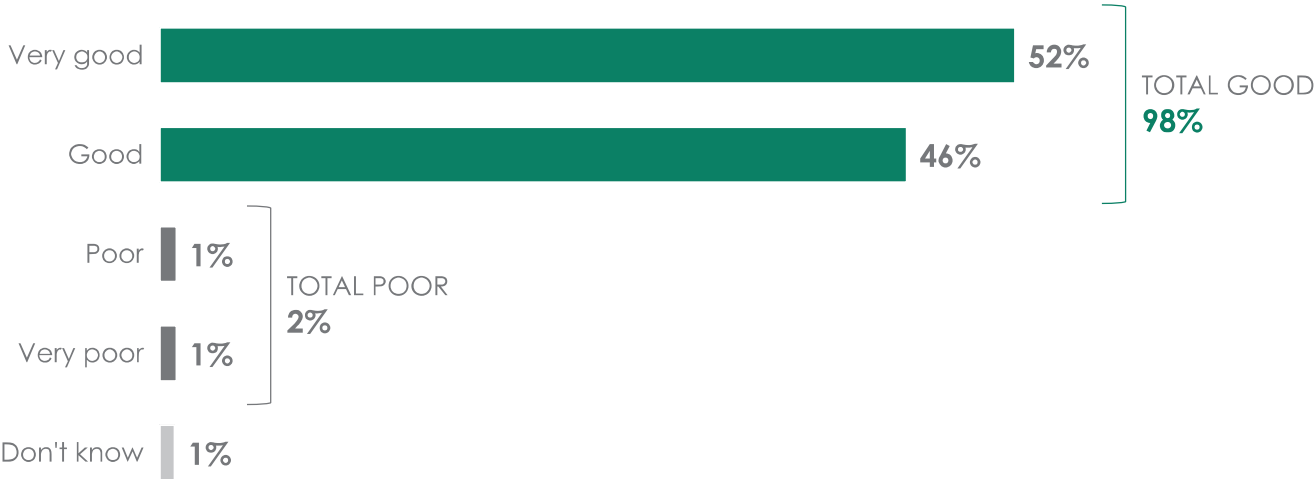
- Perceptions of the direction that quality of life is taking are statistically consistent across all key demographic segments.

**A variety of factors are behind perceptions an improved quality of life.** Among those saying the quality of life has 'improved', the most frequently mentioned open-ended explanation is "growth/development" (24%), followed by "good amenities/services" (16%), "more activities/things to do" (15%), and "parks/trails/greenspace" (10%). This is different from 2018, when "SkyTrain/Evergreen Line" was the leading reason behind perceptions of an improved quality of life. However, these results should be interpreted with caution due to small sample sizes.

**Traffic and growth are the main reasons behind perceptions of a worsened quality of life.** Despite the toll that COVID-19 has had on society, only 4% of those who feel the quality of life in Port Moody has 'worsened' over the past three years attribute this to the pandemic. Rather, the two most frequently mentioned open-ended explanations are "traffic" (36%) and "growth/development" (27%). Other factors include "it is more expensive/cost of living" (10%) and "City leadership/governance (includes mentions of Mayor and Council)" (10%). This year's results are generally consistent with 2018, with the exception of "City leadership/governance", which is new this year.

# Overall Quality of Life

## QUALITY OF LIFE IN CITY OF PORT MOODY



	2012 (n=401)	2014 (n=400)	2016 (n=400)	2018 (n=400)	2022 (n=400)	Norm
TOTAL GOOD	99%	98%	99.7%	98%	98%	95%
Very good	62%	68%	66.2%	66%	52%▼	43%

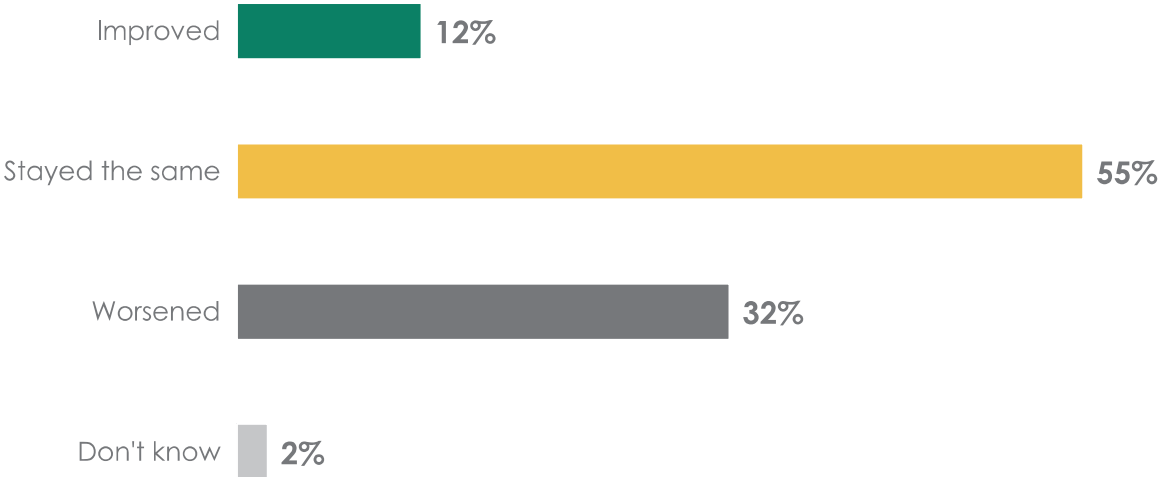
Base: All respondents (n=400)  
Q2. How would you rate the overall quality of life in the City of Port Moody today?





# Change in Quality of Life

## CHANGE IN QUALITY OF LIFE PAST THREE YEARS





**NET Score (2022)**  
Improved – Worsened

**-20**

	2012 (n=401)	2014 (n=400)	2016 (n=400)	2018 (n=400)	2022 (n=400)	Norm
NET Score	+10	+10	+8	+2	-20 ▼	-4

Base: All respondents (n=400)  
Q3. And, do you feel that the quality of life in the City of Port Moody in the past three 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)

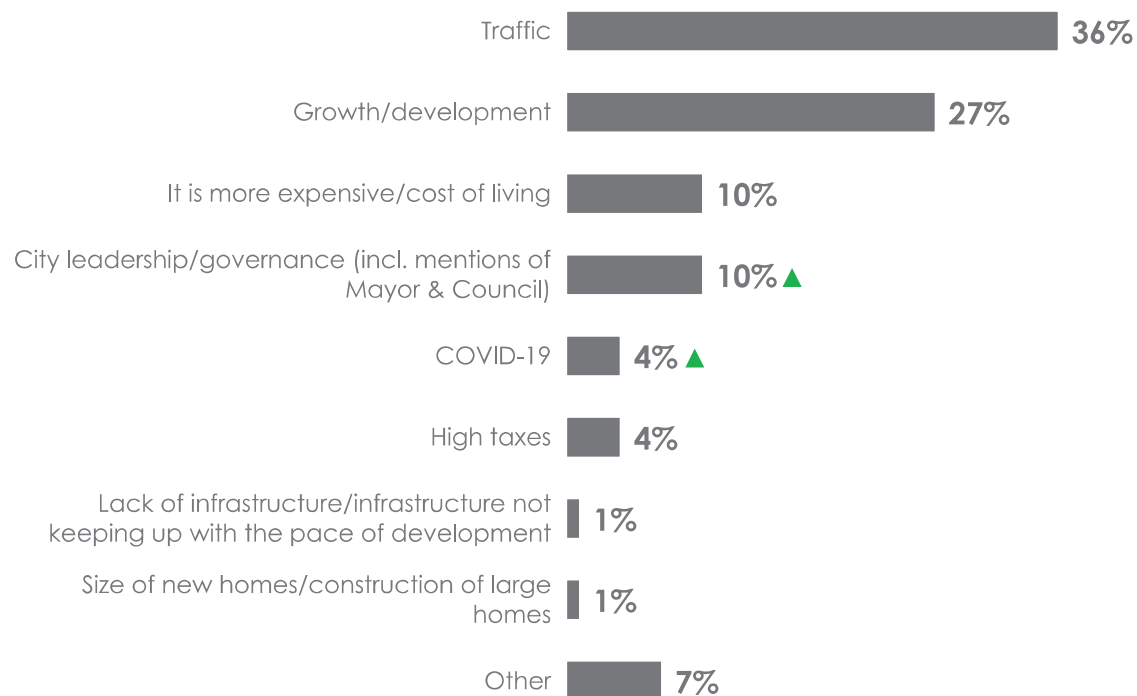


\* Small base size (<100), interpret with caution.  
 \*\* Very small base size (<50), interpret with extreme caution.  
 Base: Those saying the quality of life has improved (n=43)\*\*  
 Q4. Why do you think the quality of life has improved?

2018 TOP MENTIONS (n=88)*	
SkyTrain/Evergreen Line	31%
Good public transportation	12%
More activities/things to do	10%

# Reasons Quality of Life Has Worsened

## AMONG THOSE SAYING THE QUALITY OF LIFE HAS WORSENEDED (CODED OPEN-ENDS)



2018 TOP MENTIONS (n=99)*	
Growth/development	39%
Traffic	36%
It is more expensive/cost of living	7%

\* Small base size (<100), interpret with caution.  
 Base: Those saying the quality of life has worsened (n=131)  
 Q5. Why do you think the quality of life has worsened?

# IMPORTANT LOCAL ISSUES

# Important Local Issues

**Transportation and growth continue to dominate the public issue agenda.** When asked to identify important local issues on an open-ended basis, 38% of citizens mention transportation and 36% mention growth and development.

- **Transportation** is mainly comprised of mentions related to “traffic congestion” (24%). Other mentions include “roads/condition of roads” (4%), “transportation (general)” (4%), “public transit” (3%), “road/pedestrian/bike safety” (2%), “pedestrian/bike paths” (2%), “parking” (1%), and “other transportation issues” (1%). Transportation mentions this year are on par with both 2018 and the municipal norm.
  - Mentions of transportation are statistically consistent across all key demographic segments.
- **Growth and development** includes mentions of “growth/development (general)” (10%), “density/housing density” (10%), “population growth” (4%), “rate of growth/development” (4%), “number of high rises” (2%), “land development/use” (1%), “City planning/OCP” (1%), “overdevelopment” (1%), and “other growth and development issues” (4%). This year’s results are on par with 2018 but higher than the municipal norm.
  - Mentions of growth and development are higher among those who have lived in Port Moody for 21+ years (45% vs. 26% of 10 years or less, 33% of 11-20 years).

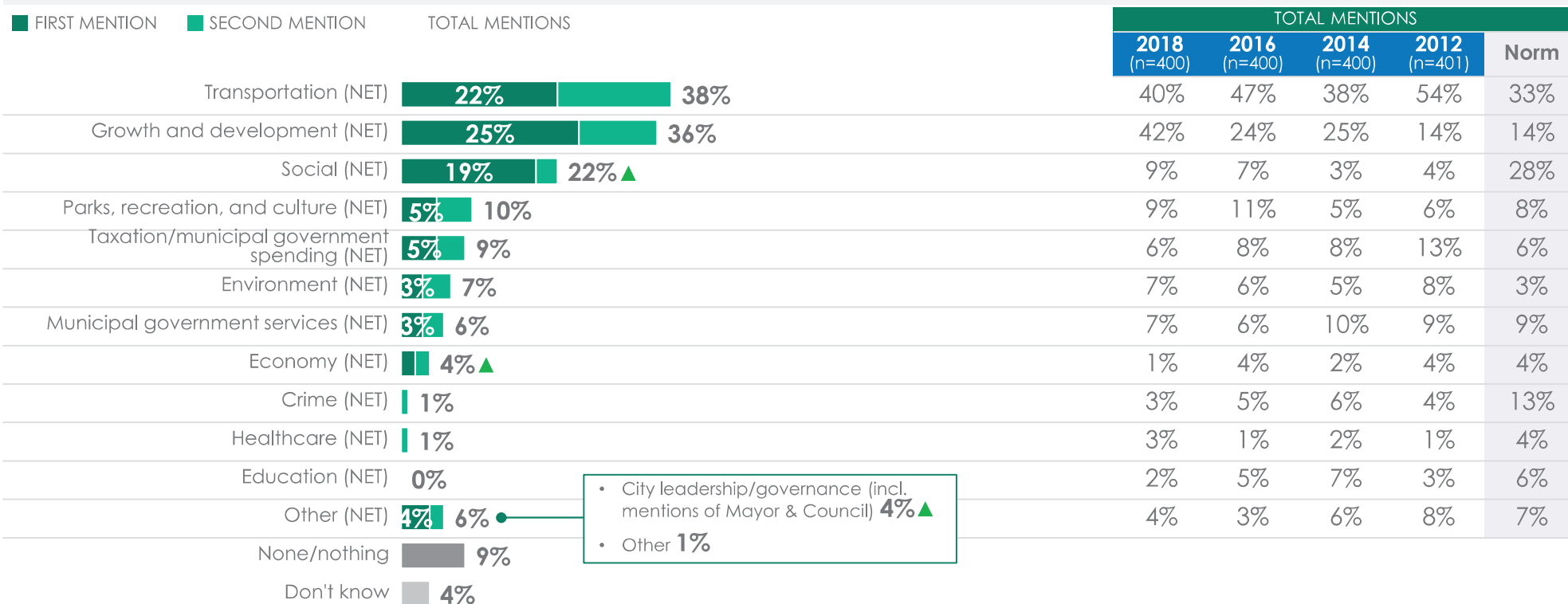
**Social issues are a growing concern.** Social issues have jumped 13 points to now sit at 22%, making it the third most frequently mentioned issue overall and moving it closer to the municipal norm. Social issues is mainly comprised of mentions related to “housing/lack of affordable housing” (18%). Other mentions include “equity, diversity, and inclusion” (1%), “seniors’ issues” (1%), and “other social issues” (2%).

- Mentions of social issues are higher among those who have lived in Port Moody for 10 years or less (35% vs. 18% of 21+ years, 21% of 11-20 years).



# Important Local Issues

## TOP-OF-MIND ISSUES (CODED OPEN-ENDS, MULTIPLE MENTIONS ALLOWED)



Base: All respondents (n=400)

Q1. In your view, as a resident of the City of Port Moody, 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?

# **MUNICIPAL GOVERNANCE, LEADERSHIP, AND SERVICES**

# Satisfaction with Municipal Governance and Leadership

**Satisfaction with municipal governance and leadership has dropped. Satisfaction is higher for Administration than for Council.** Overall, 61% of citizens say they are satisfied (combined 'very/somewhat satisfied' responses) with how the City's *municipal government, including Council and Administration as a whole* is running the community, down 25 points from 2018. Nearly eight-in-ten (79%) say they are satisfied with *Administration, excluding Council* (down 8 points), while just over half (52%) say they are satisfied with *Council, excluding Administration* (down 23 points). Port Moody residents' satisfaction with *Administration* is on par with the municipal norm; however, satisfaction with both *Council* and *municipal government as a whole* is lower than average.

- Satisfaction with *Administration, excluding Council* is higher among those who have lived in Port Moody for 11-20 years (85% vs. 68% of 10 years or less, 77% of 21+ years).
- Satisfaction with *Council, excluding Administration* is higher among those who do not live in households with children under the age of 18 (60% vs. 41% of those with children at home).

# Satisfaction with Municipal Governance and Leadership

## OVERALL SATISFACTION WITH RUNNING OF COMMUNITY

■ VERY SATISFIED ■ SOMEWHAT SATISFIED TOTAL SATISFIED

Municipal government, including  
Council and Administration as a  
whole



Administration, excluding Council



Council, excluding Administration



TOTAL SATISFIED	2012 (n=401)	2014 (n=400)	2016 (n=400)	2018 (n=400)	2022 (n=400)	Norm
Municipal government as a whole	90%	89%	91%	86%	61% ▼	77%
Administration, excluding Council	85%	81%	86%	87%	79% ▼	81%
Council, excluding Administration	82%	78%	85%	75%	52% ▼	71%

Base: All respondents (n=400)

Q6. Taking everything into account, how satisfied are you with the way the City of Port Moody's [insert item] is going about running the community?

# Satisfaction with City Services

**Overall satisfaction with City services has declined.** In total, 94% of citizens say they are satisfied with the City's overall level and quality of services, including 32% saying 'very satisfied' and 63% saying 'somewhat satisfied'. This year's results are lower than 2018, with overall satisfaction (combined 'very/somewhat satisfied' responses) dropping 3 points and the intensity of satisfaction (e.g., 'very satisfied') dropping 17 points. The decline in satisfaction may be at least partly attributable to the COVID-19 pandemic which impacted the delivery of some municipal services and programs. The next survey will be an opportunity to see if this lower satisfaction rating persists or rebounds to pre-pandemic levels. Despite this year's drops, satisfaction with City services in Port Moody is still on par with the municipal norm.

- Overall satisfaction with City services is statistically consistent across all key demographic segments.

**Satisfaction with specific services varies, highest for fire rescue and lowest for traffic management. Satisfaction with roads/sewers and land use/community planning has declined this year.** Of the 16 evaluated services, five receive an overall satisfaction score (combined 'very/somewhat satisfied' responses) of 90% or more, including *fire rescue* (97%), *police services* (95%), *library* (93%), *parks, trails, and other green space* (92%), and *recycling and garbage services* (90%).

A strong majority of citizens also say they are satisfied with *recreational programs and facilities* (89%), *cultural programs and facilities* (85%), *environmental protection* (84%), *sports fields* (82%), *heritage programs and facilities* (82%), *communication with residents* (80%), *bylaw enforcement* (78%), *maintenance of roads and sewers* (78%), and *permits and licensing* (72%).

Opinion is mixed on *land use and community planning* (55%), while less than half (47%) say they are satisfied with *traffic management, including traffic calming and improving the flow of traffic*.

Compared to 2018, citizens this year are less satisfied with *maintenance of roads and sewers* (down 6 points) and *land use and community planning* (down 11 points). This is the second consecutive survey where there has been a double-digit decline in satisfaction with *land use and community planning*.

Normative comparisons show that Port Moody residents' satisfaction with *police services* is higher than average. However, Port Moody residents are less likely to be satisfied with *sports fields, land use and community planning, and traffic management*.

## Satisfaction with City Services (cont.)

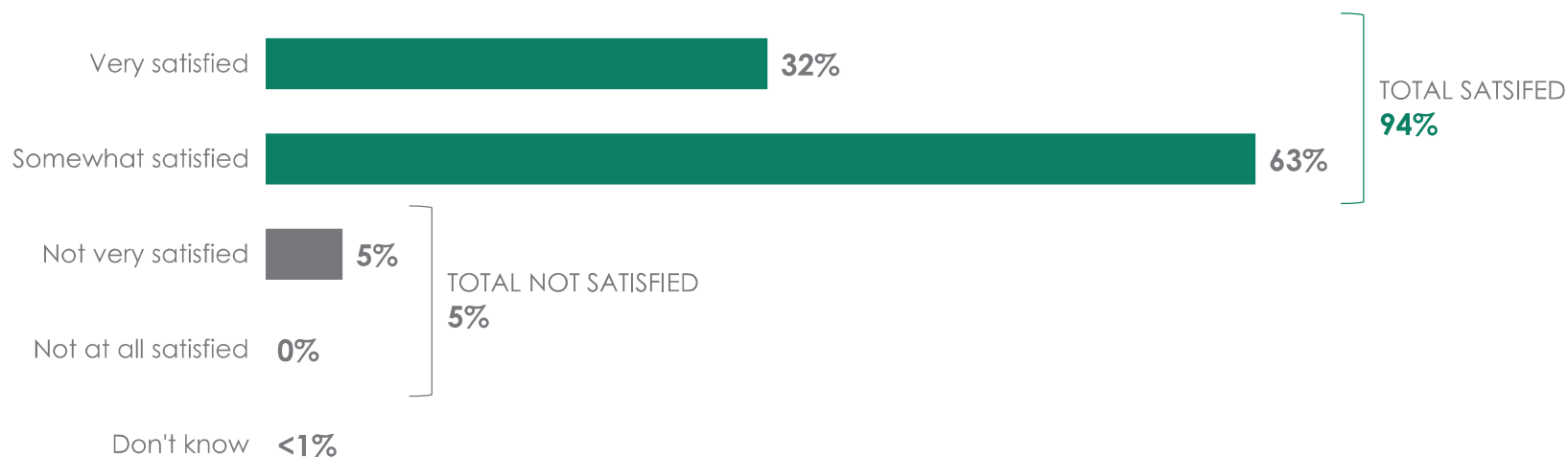
Statistically significant demographic differences include:

- Satisfaction with *fire rescue* is higher among those who are 18-54 years of age (99% vs. 93% of 55-64 years, 94% of 65+ years).
- Satisfaction with *recycling and garbage services* is higher among those who have lived in Port Moody for 11-20 years (95% vs. 80% of 10 years or less, 90% of 21+ years).
- Satisfaction with *recreational programs and facilities* is higher among those who are 18-54 years of age (93% vs. 78% of 65+ years, 86% of 55-64 years).
- Satisfaction with *cultural programs and facilities* is higher among those who are <65 years of age (includes 87% of 55-64 years and 86% of 18-54 years vs. 75% of 65+ years).
- Satisfaction with *environmental protection* is higher among those who are 55-64 years of age (88% vs. 77% of 65+ years, 84% of 18-54 years).
- Satisfaction with *sports fields* is higher among men (87% vs. 77% of women), those who are 18-54 years of age (84% vs. 75% of 65+ years, 80% of 55-64 years), and those who have lived in Port Moody for 10 years or less (93% vs. 74% of 21+ years, 84% of 11-20 years).
- Satisfaction with *heritage programs and facilities* is higher among those who are <65 years of age (includes 86% of 55-64 years and 83% of 18-54 years vs. 73% of 65+ years) and those who have lived in Port Moody for 11-20 years (92% vs. 68% of 10 years or less, 78% of 21+ years).
- Satisfaction with *bylaw enforcement* is higher among those who are <65 years of age (includes 82% of 55-64 years and 80% of 18-54 years vs. 69% of 65+ years).
- Satisfaction with *permits and licensing* is higher among those who are 18-54 years of age (77% vs. 57% of 65+ years, 68% of 55-64 years) and those who have lived in Port Moody for 11-20 years (79% vs. 65% of 21+ years, 70% of 10 years or less).
- Satisfaction with *traffic management* is higher among those who are 65+ years of age (51% vs. 38% of 55-64 years, 49% of 18-54 years).



# Overall Satisfaction with City Services

## SATISFACTION WITH OVERALL LEVEL AND QUALITY OF CITY SERVICES



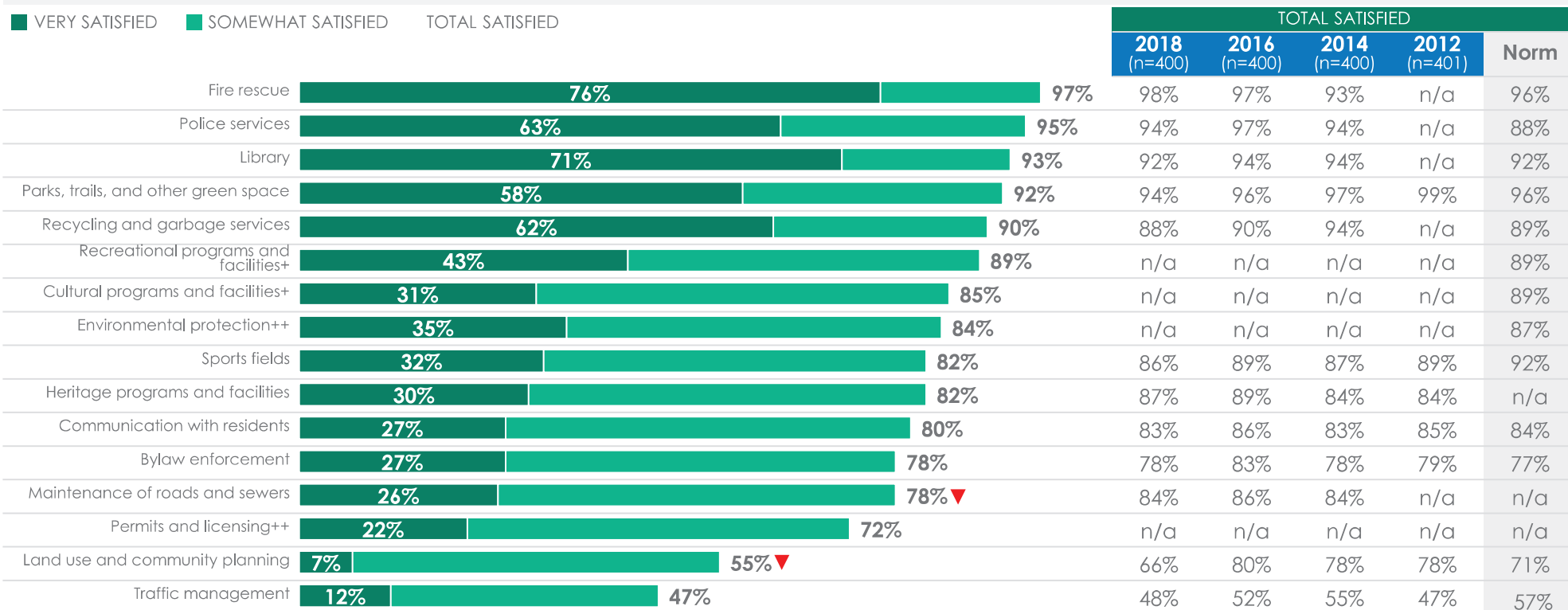
	2012 (n=401)	2014 (n=400)	2016 (n=400)	2018 (n=400)	2022 (n=400)	Norm
TOTAL SATISFIED	97%	94%	96%	97%	94%▼	92%
Very satisfied	50%	51%	42%	49%	32%▼	34%

Base: All respondents (n=400)

Q7. Please tell me how satisfied you are with each of the following services provided by the City of Port Moody. The first one is the overall level and quality of services provided by the City of Port Moody.

# Satisfaction with Services

## SATISFACTION WITH SPECIFIC CITY SERVICES



Base: All respondents (n=400)  
Q7. Please tell me how satisfied you are with each of the following services provided by the City of Port Moody.

+ Prior to 2022, the survey asked about "recreational and cultural programs" and "recreational and cultural facilities". Previous year's results have been included below but cannot be directly compared to 2022.

• Recreational and cultural programs: 90% 2018, 93% 2016, 92% 2014, 91% 2012.  
• Recreational and cultural facilities: 89% 2018, 93% 2016, 92% 2014, 92% 2012.

++ New items in 2022.

▲ / ▼ significantly higher/lower than 2018.

# FINANCIAL PLANNING

# Value for Taxes and Balancing Taxation/Service Delivery Levels

**Perceptions of the City's value for taxes have slipped this year.** Overall, 83% of citizens say they receive good value for their municipal tax dollars (14% 'very good value', 70% 'fairly good value'). Overall perceptions (combined 'very/fairly good value' responses) are down 6 points from 2018, and the intensity of ratings (e.g., 'very good value') is down 12 points. While overall perceptions remain on par with the municipal norm, the percentage saying they receive 'very good value' for their municipal taxes in Port Moody is lower than average.

- Overall perceptions of the City's value for taxes are higher among those who are 18-54 years of age (86% vs. 75% of 55-64 years, 81% of 65+ years).

**Recreation and traffic top citizens' list of service improvements.** When asked on an open-ended basis which City programs and services they would most like to see improved, the two most frequent responses are "recreation" (14%) and "traffic congestion" (13%), consistent with 2018. Other mentions include "planning/land use/City growth management" (9%, up 6 points), "arts and culture (heritage, music, etc.)" (9%, up 5 points), and "parks/greenspace/trails" (8%, no change). Nearly one-quarter (24%) are unable to identify any specific City programs or services in need of improvement (includes 21% saying "none/nothing" and 3% saying "don't know").

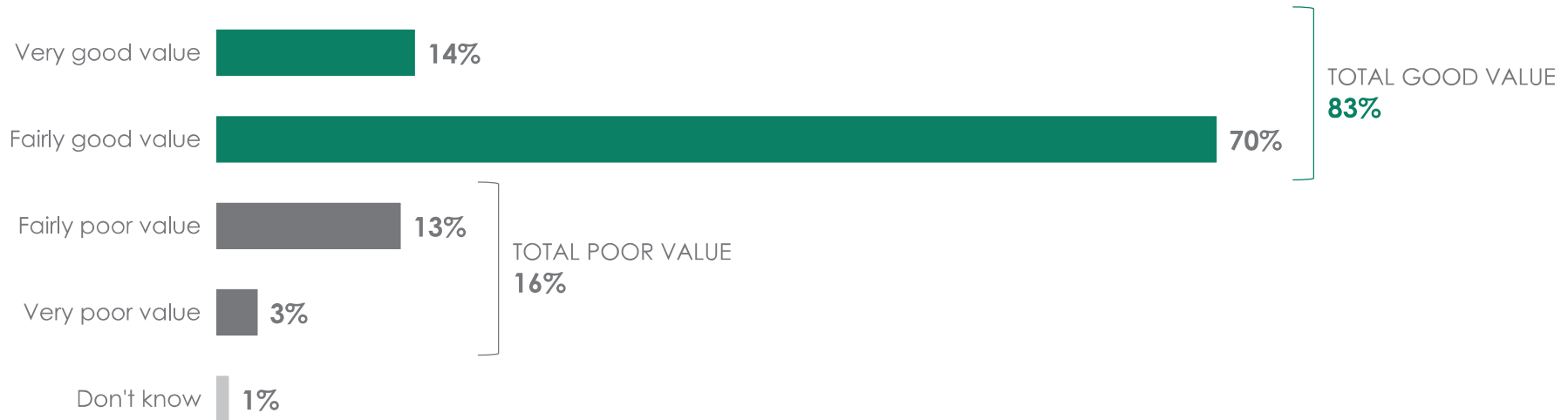
**Citizens continue to prefer tax increases over service cuts.** When given the choice between increased taxes or reduced services, 52% of citizens opt for tax increases while 38% say they would prefer service cuts. Specifically, 17% say 'increase taxes to enhance or expand services' and 35% say 'increase taxes to maintain services at current levels' compared to 29% saying 'cut services to maintain current tax level' and 10% saying 'cut services to reduce taxes'. The preference for tax increases over service cuts is consistent with 2018; however, with slightly fewer saying increase taxes and slightly more saying cut services, the gap separating the two options has narrowed this year. It is also less than the municipal norm.

- Men are more likely than women to opt for a reduction in services (46% vs. 30%).

**Most citizens do not have any suggestions for non-taxation revenue generating ideas. Of the suggestions that are provided, paid parking and reduced spending top the list.** Overall, 57% of citizens are unable to offer any specific suggestions for non-taxation revenue generating ideas that they would like City Council to consider (includes 51% "none/nothing" and 6% "don't know"). Of the open-ended suggestions that are provided, the two most frequently mentioned responses are "more parking meters/paid parking" (6%, on par with 2018) and "reduce spending (includes reduce staff/salaries)" (6%, up 3 points).

# Value for Taxes

## VALUE OF TAX DOLLARS FOR CITY PROGRAMS AND SERVICES



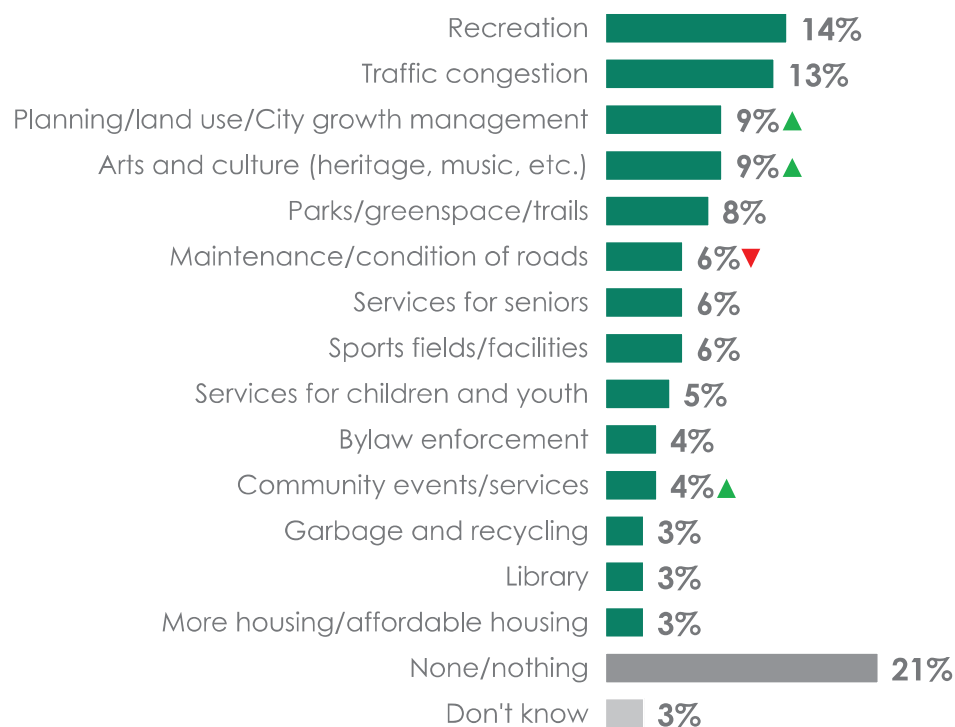
	2012 (n=401)	2014 (n=400)	2016 (n=400)	2018 (n=400)	2022 (n=400)	Norm
TOTAL GOOD VALUE	87%	90%	89%	89%	83% ▼	85%
Very good value	26%	30%	25%	26%	14% ▼	22%

Base: All respondents (n=400)

Q8. Thinking about all the programs and services you receive from the City of Port Moody, would you say that overall you get good value or poor value for your tax dollars? Is that very or fairly good/poor value?

# Suggested Program and Service Improvements

## SUGGESTED IMPROVEMENTS (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



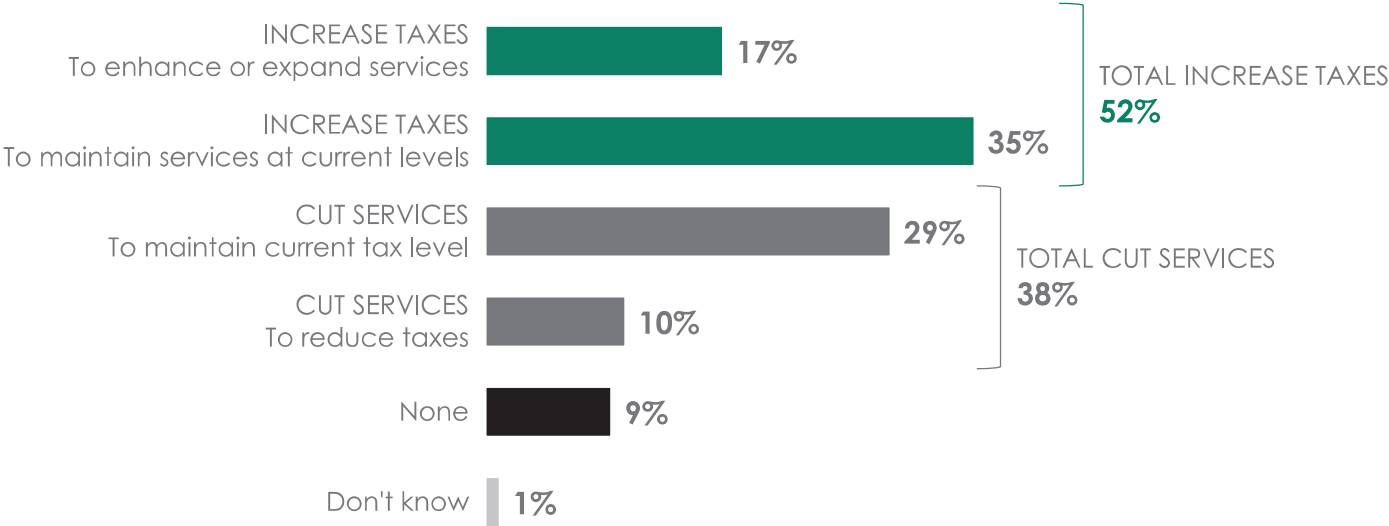
Note: Mentions <3% not shown.  
 Base: All respondents (n=400)  
 Q8b. What, if any, City programs and services would you most like to see improved? Anything else?

2018 TOP MENTIONS (n=400)	
Recreation	13%
Traffic congestion	12%
Maintenance/condition of roads	10%



# Balancing Taxation and Service Delivery Levels

## INCREASE TAXES VS. CUT SERVICES

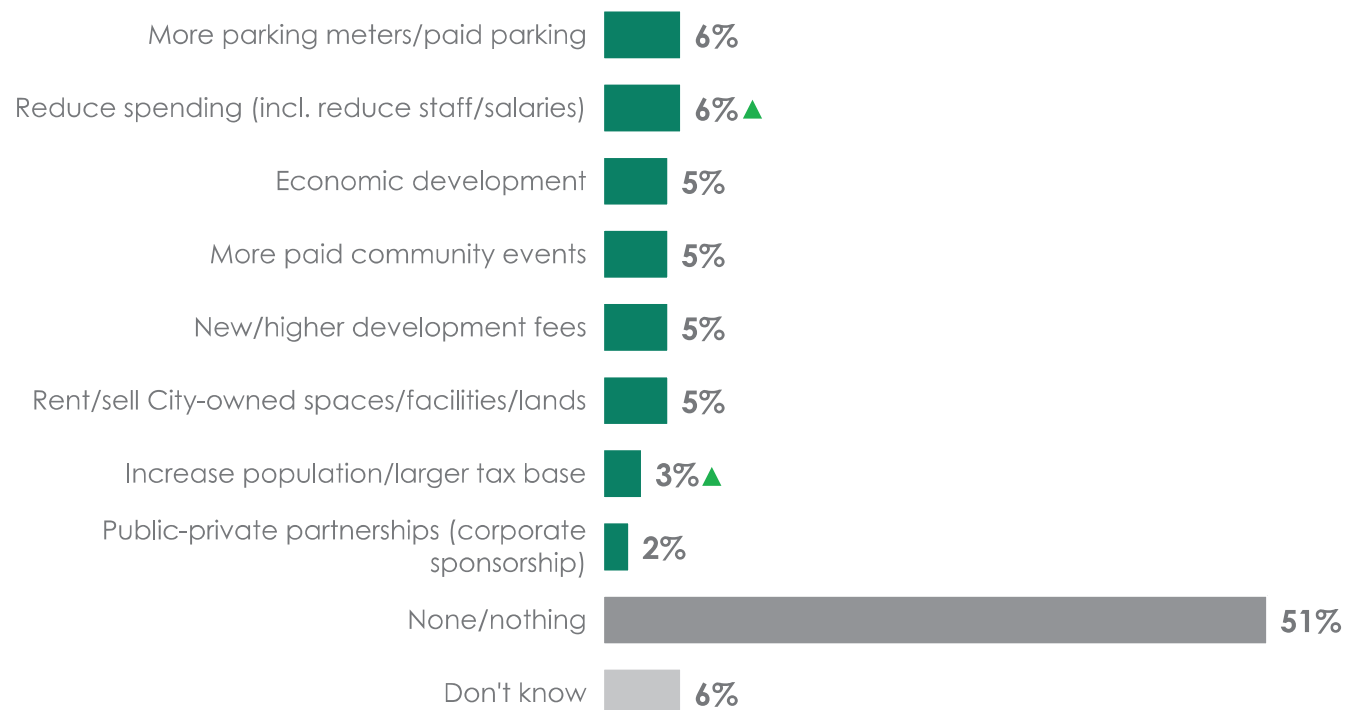


	2012 (n=401)	2014 (n=400)	2016 (n=400)	2018 (n=400)	2022 (n=400)	Norm
TOTAL INCREASE TAXES	55%	51%	55%	55%	52%	57%
TOTAL CUT SERVICES	37%	38%	33%	35%	38%	32%

Base: All respondents (n=400)  
Q9. Municipal property taxes are the primary way to pay for services provided by the City of Port Moody. Due to the increased cost of maintaining current service levels and infrastructure, the City 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 Port Moody to pursue?

# Suggested Non-Taxation Revenue Generating Ideas

## SUGGESTIONS (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



2018 TOP MENTIONS (n=400)	
More parking meters/paid parking	6%
More paid community events	5%
Raise/add user fees	4%
New/higher development fees	4%

Note: Mentions <2% not shown.  
Base: All respondents (n=400)

Q10. What suggestions, if any, do you have for non-taxation revenue generating ideas that you would like City Council to consider? Anything else?

# Debt Financing

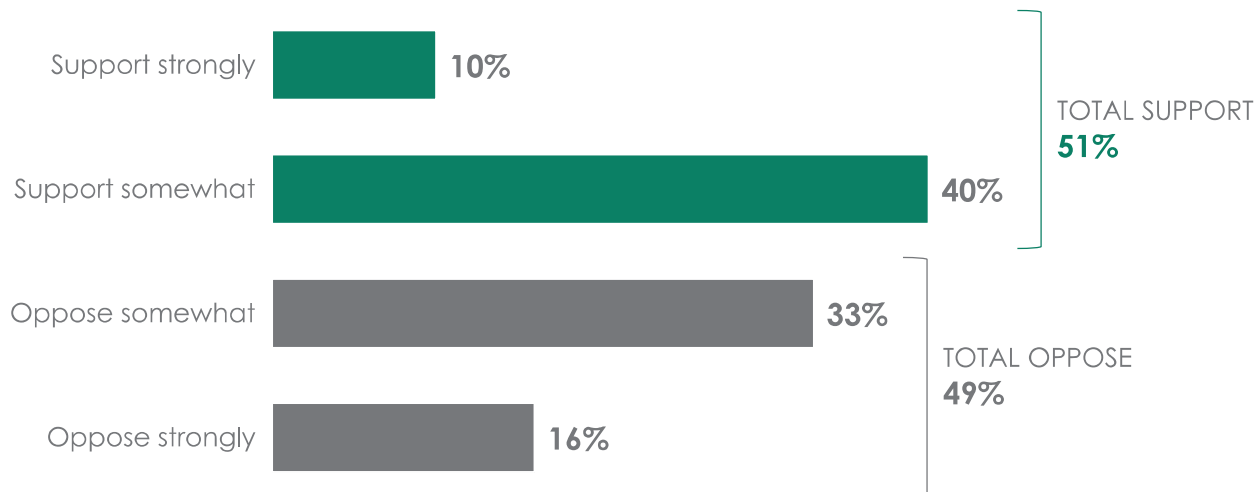
**Citizens remain split on the idea of debt financing.** Overall, 51% of citizens say they would support the City going into debt to help finance new amenities while 49% are opposed. This year's results are consistent with 2018.

- Support for debt financing is higher among men than women (59% vs. 43%).

**A variety of factors are behind opposition to debt financing.** Among those saying they oppose the City going into debt to help finance new amenities, the two most frequently mentioned open-ended reasons are "do not need new amenities/fine as is" (20%) and "should have the money in advance/prior to spending" (16%). Other reasons include "not fiscally/financially responsible" (9%), "concerned about tax impact" (8%), and "should be paid for by developers/private industry" (8%). Mentions of "should have the money in advance/prior to spending" are down 28 points this year.

# Support for Debt Financing

## SUPPORT FOR CITY GOING INTO DEBT TO HELP FINANCE NEW AMENITIES



	2016+ (n=400)	2018+ (n=400)	2022 (n=400)
TOTAL SUPPORT	48%	50%	51%
TOTAL OPPOSE	51%	48%	49%

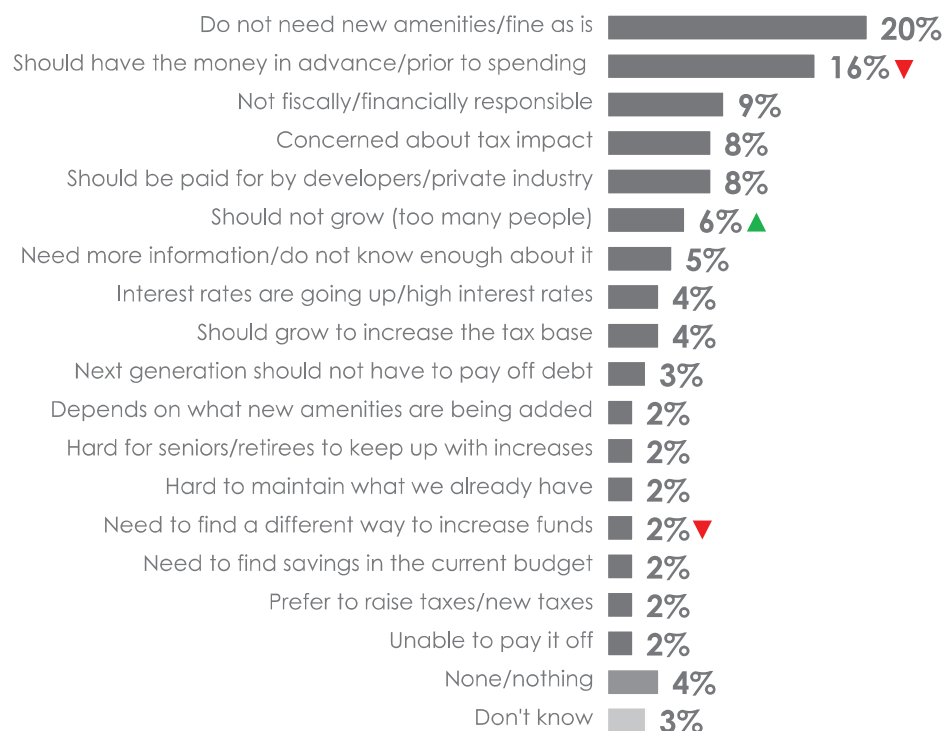
+ Slightly different question wording in 2018 and 2016.

Base: All respondents (n=400)

Q11. Port Moody's population is expected to grow over the next few years and the community will require new amenities to keep pace with this growth. The City has limited ability to fund new amenities using existing finances. Generally speaking, do you support or oppose the City going into debt to help finance new amenities? For example, a new library or soccer fields. Is that strongly or somewhat support/oppose?

# Reasons Opposed to Debt Financing

## OPPOSED TO CITY DEBT FOR NEW AMENITIES (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



2018 TOP MENTIONS (n=202)	
Should have the money in advance/prior to spending	44%
Do not need new amenities/fine as is	27%
Concerned about tax impact	12%

Note: Mentions <2% not shown.

Base: Those saying they oppose the City going into debt to help finance new amenities (n=213)  
Q12a. Why do you oppose the City going into debt to help finance new amenities? Any other reasons?

# COMMUNICATION

# Information Needs and Preferred Methods of Communication

**Information on community planning continues to generate the most interest.** Nearly one-third (32%) of citizens say they would like the City to provide them with information on “community planning/land use/new developments” (coded open-ends). This is more than double what is reported for any other single type of information, with the next most frequently mentioned responses being “community updates/what’s new” (12%) and “municipal taxes/property taxes/budget” (10%). These were also the top three information requests in 2018. Notably, 31% of citizens this year are unable to identify any immediate information needs, including 20% saying “none/nothing” and 11% saying “don’t know”.

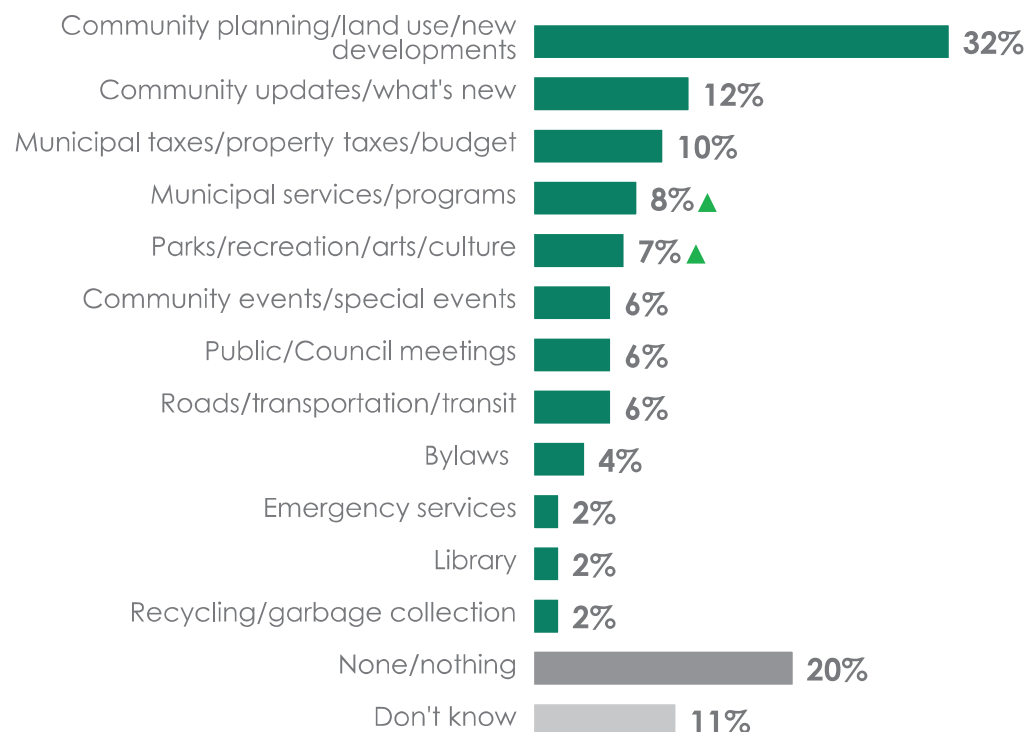
**Email is the best way of communicating information to citizens.** On an unprompted basis, 44% of citizens identify “email” as the best way for the City to communicate information to them, up 7 points from 2018. Other mentions include “newsletter/pamphlet/flyer/brochure” (26%), “City website” (21%), “mail” (20%), “newspaper” (13%), and “social media (Twitter, Facebook, apps)” (13%). Port Moody residents’ preference for email communications is consistent with the municipal norm.

- Communication preferences vary by age. For example:
  - Those who are 18-54 years of age are more likely to mention “email” (49% vs. 32% of 65+ years, 41% of 55-64 years) and “social media (Twitter, Facebook, apps)” (17% vs. 5% of 65+ years, 10% of 55-64 years).
  - Conversely, those who are 65+ years of age are more likely to mention “newspaper” (20% vs. 8% of 55-64 years, 13% of 18-54 years).



# Information Needs

## INFORMATION INTERESTED IN RECEIVING FROM CITY (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



2018 TOP MENTIONS (n=400)	
Community planning/land use/new developments	26%
Municipal taxes/property taxes/budget	14%
Community updates/what's new	14%

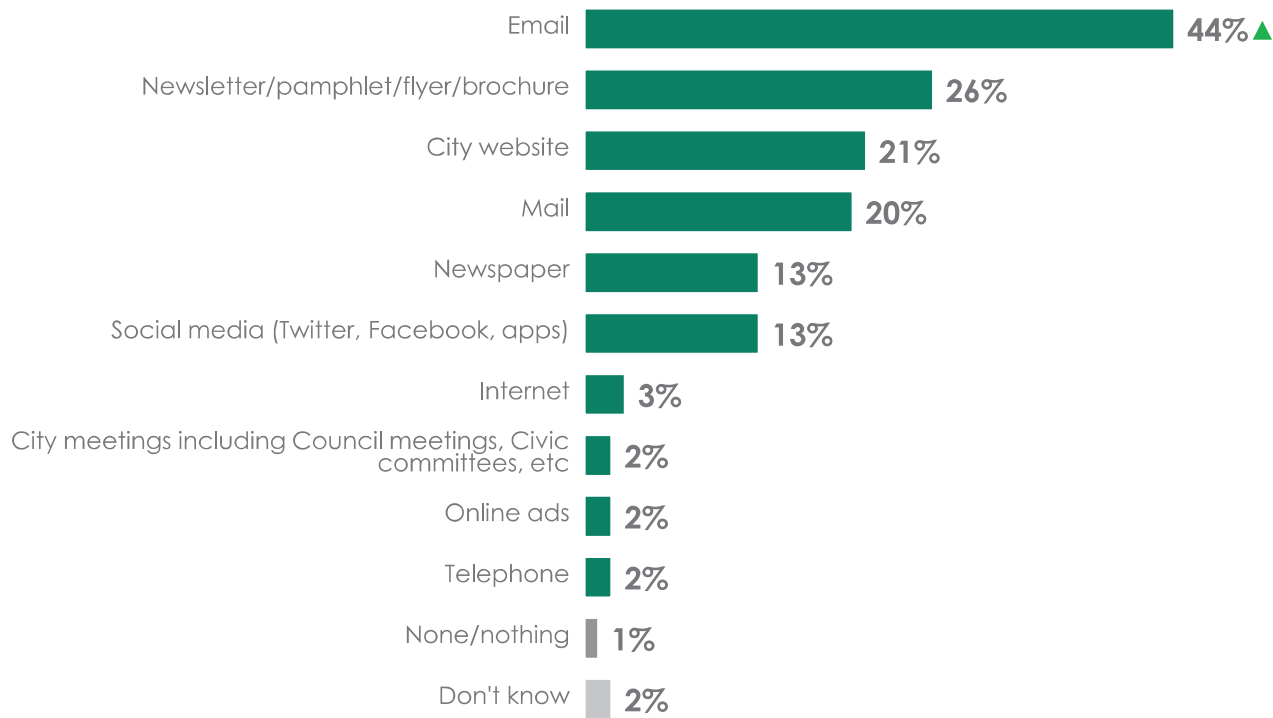
Note: Mentions <2% not shown.

Base: All respondents (n=400)

Q13. Thinking about your information needs, what kinds of information do you want the City of Port Moody to provide you with? Any others?

# Preferred Methods of Communication

## PREFERRED METHODS OF COMMUNICATION WITH CITY (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



2018 TOP MENTIONS (n=400)	
Email	37%
Newsletter/pamphlet/flyer/ brochure	28%
Mail	23%

NORM TOP MENTIONS	
Email	39%
Mail	28%
Newspaper	20%

Note: Mentions <2% not shown.  
Base: All respondents (n=400).  
Q14. And what methods would be best for the City of Port Moody to communicate information to you? Any others?

# Usefulness of Specific City Communication Channels

**The Port Moody calendar and garbage schedule is the most useful of the evaluated communication channels; advertisements in local newspapers score lowest.** Overall, 86% of citizens say they find the *Port Moody calendar and garbage schedule* useful (combined 'very/somewhat useful' responses). Nearly two-thirds (63%) describe this as 'very useful'.

Other useful methods of communication include:

- *Maps and guides such as Guide to Summer, Heritage and Public Art Guide, Community Guide, Parks and Trails Map, etc.* (78%)
- *Signs* (73%)
- *City website, including live video streaming of meetings* (70%)
- *The online version of the Happening Recreation Guide* (69%)
- *The Focus printed newsletter* (65%)
- *The printed version of the Happening Recreation Guide* (61%)
- *Social media, including Facebook, Twitter, Instagram, and solid waste app* (58%)

Opinion is mixed on the usefulness of *digital billboards* (50%), while less than half (47%) say they find *advertisements in local newspapers* useful.

Compared to 2018, the usefulness of *maps and guides* has increased by 6 points. Conversely, drops in usefulness are seen for both *the printed version of the Happening Recreation Guide* (down 12 points) and *advertisements in local papers* (down 10 points).

## Usefulness of Specific City Communication Channels (cont.)

Statistically significant demographic differences include:

- *The Port Moody calendar and garbage schedule* is more useful to those who have lived in Port Moody for more than 10 years (includes 90% of 21+ years and 88% of 11-20 years vs. 73% of 10 years or less).
- *City website, including live video streaming of meetings* is more useful to those who are <65 years of age (includes 74% of 55-64 years and 73% of 18-54 years vs. 57% of 65+ years).
- *The online version of the Happening Recreation Guide* is more useful to those who are <65 years of age (includes 75% of 18-54 years and 66% of 55-64 years vs. 53% of 65+ years) and those who have lived in Port Moody for 11-20 years (78% vs. 60% of 21+ years, 69% of 10 years or less).
- *The Focus printed newsletter* is more useful to those who are 65+ years of age (78% vs. 62% of 55-64 years, 63% of 18-54 years).
- *The printed version of the Happening Recreation Guide* is more useful to those who are 65+ years of age (71% vs. 55% of 18-54 years, 68% of 55-64 years).
- *Social media, including Facebook, Twitter, Instagram, and solid waste app* is more useful to those who are 18-54 years of age (67% vs. 35% of 65+ years, 51% of 55-64 years), those living in households with children under the age of 18 (73% vs. 48% of those without children at home), and those who have lived in Port Moody for 20 years or less (includes 67% of 11-20 years and 66% of 10 years or less vs. 45% of 21+ years).
- *Digital billboards* are more useful to those who are 18-54 years of age (56% vs. 35% of 65+ years, 46% of 55-64 years).
- *Advertisements in local papers* are more useful to those who are 55+ years of age (includes 61% of 65+ years and 57% of 55-64 years vs. 41% of 18-54 years).

# Usefulness of Specific City Communication Channels

## USEFULNESS OF CITY COMMUNICATION CHANNELS

						TOTAL USEFUL						
						2022 (n=400)	2018 (n=400)	2016 (n=400)	2014 (n=400)	2012 (n=401)		
The Port Moody calendar and garbage schedule	63%			23%		5%	9%	86%	88%	83%	87%	79%
Maps and guides (Guide to Summer, Heritage & Public Art Guide, Community Guide, Parks & Trails Map, etc.)+	38%		40%			9%	13%	78%▲	72%	81%	79%	n/a
Signs+	25%	48%				18%	6%	73%	72%	71%	70%	n/a
City website, including live video streaming of meetings	34%		37%			10%	20%	70%	68%	70%	64%	n/a
The online version of the Happening Recreation Guide	36%		34%			8%	22%	69%	66%	72%	65%	56%
The Focus printed newsletter+	31%		35%			13%	21%	65%	71%	65%	64%	65%
The printed version of the Happening Recreation Guide	27%		34%			14%	24%	61%▼	73%	75%	73%	69%
Social media, including Facebook, Twitter, Instagram and solid waste app+	28%		30%			12%	29%	58%	54%	56%	43%	45%
Digital billboards++	16%	35%			26%		21%	50%	n/a	n/a	n/a	n/a
Advertisements in local papers	12%	36%			26%		26%	47%▼	57%	62%	66%	66%

# City Website

**The frequency of using the City's website has not changed.** Most (90%) citizens have used the City of Port Moody's website, with more than three-in-ten (31%) saying they use the website once a month or more. One-in-ten (10%) say they never use the City's website. This year's results are statistically consistent with 2018.

- Website usage is higher among those who are <65 years of age (includes 93% of 18-54 years and 92% of 55-64 years vs. 76% of 65+ years) and those who have lived in Port Moody for 11 to 20 years (95% vs. 82% of 21+ years, 92% of 10 years or less).

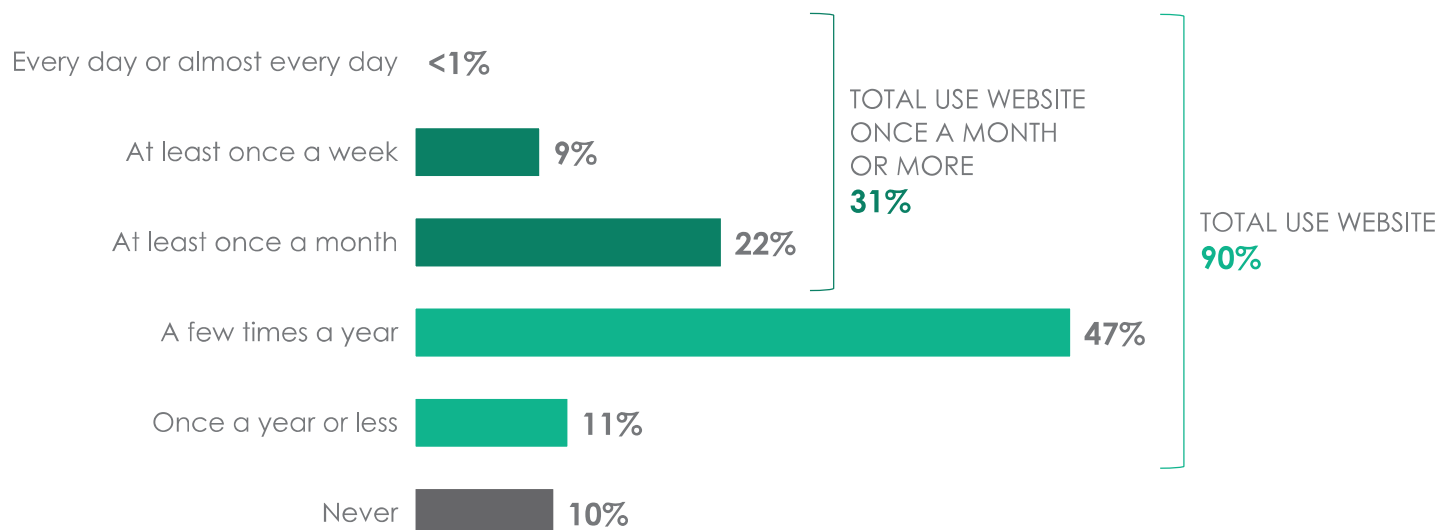
**Those who use the website generally find it useful.** Overall, 92% of those who use the City's website say the information and services available online are useful (39% 'very useful', 53% 'somewhat useful'). This year's results are on par with both 2018 and the municipal norm.

**Website users offer few suggestions for other types of online information or services.** More than eight-in-ten (83%) of those who use the City's website are unable to offer any specific suggestions for other types of information or online services that they would like to see included on the website (includes 80% "none/nothing" and 3% "don't know"). This is consistent with 2018. Of the few suggestions that are provided, the most frequently mentioned responses are "improve website navigation (user-friendly)" (4%), "planning/development (including current/upcoming projects)" (3%), and "up-to-date/timely information" (2%).

- Mentions of "improve website navigation (user-friendly)" are higher among women (7% vs. 1% of men).

# Frequency of Using City Website

## CITY WEBSITE USAGE

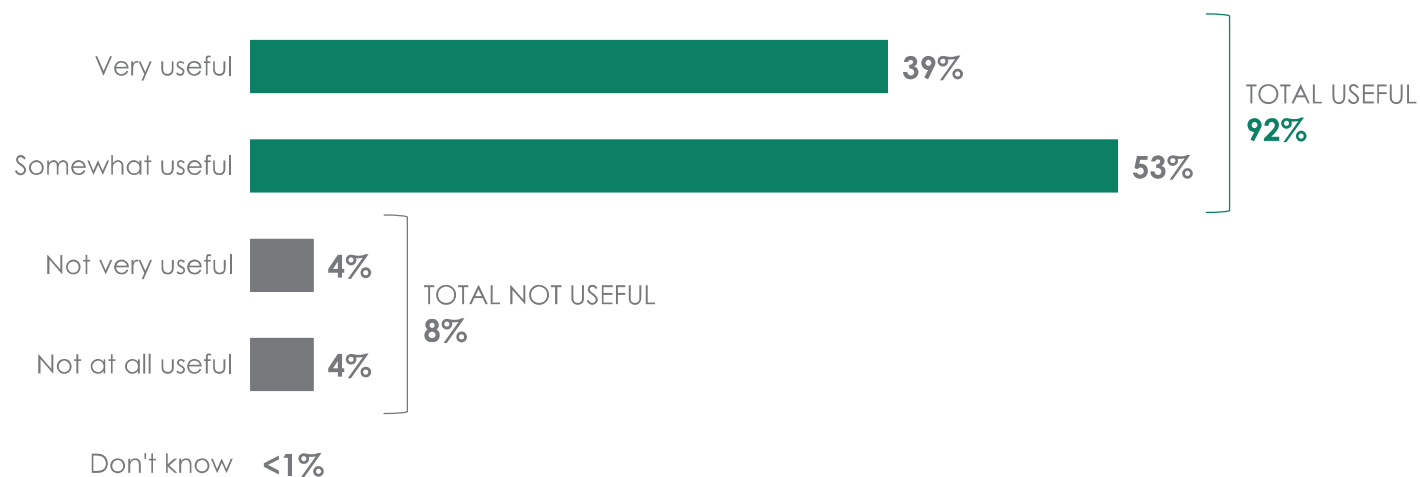


	2012 (n=401)	2014 (n=400)	2016 (n=400)	2018 (n=400)	2022 (n=400)
TOTAL USE WEBSITE	84%	87%	90%	91%	90%
TOTAL USE WEBSITE ONCE A MONTH OR MORE	34%	38%	37%	35%	31%

Base: All respondents (n=400)  
Q16. How often do you use the City of Port Moody's website?

# Usefulness of City Website

## AMONG THOSE SAYING THEY USE THE CITY'S WEBSITE



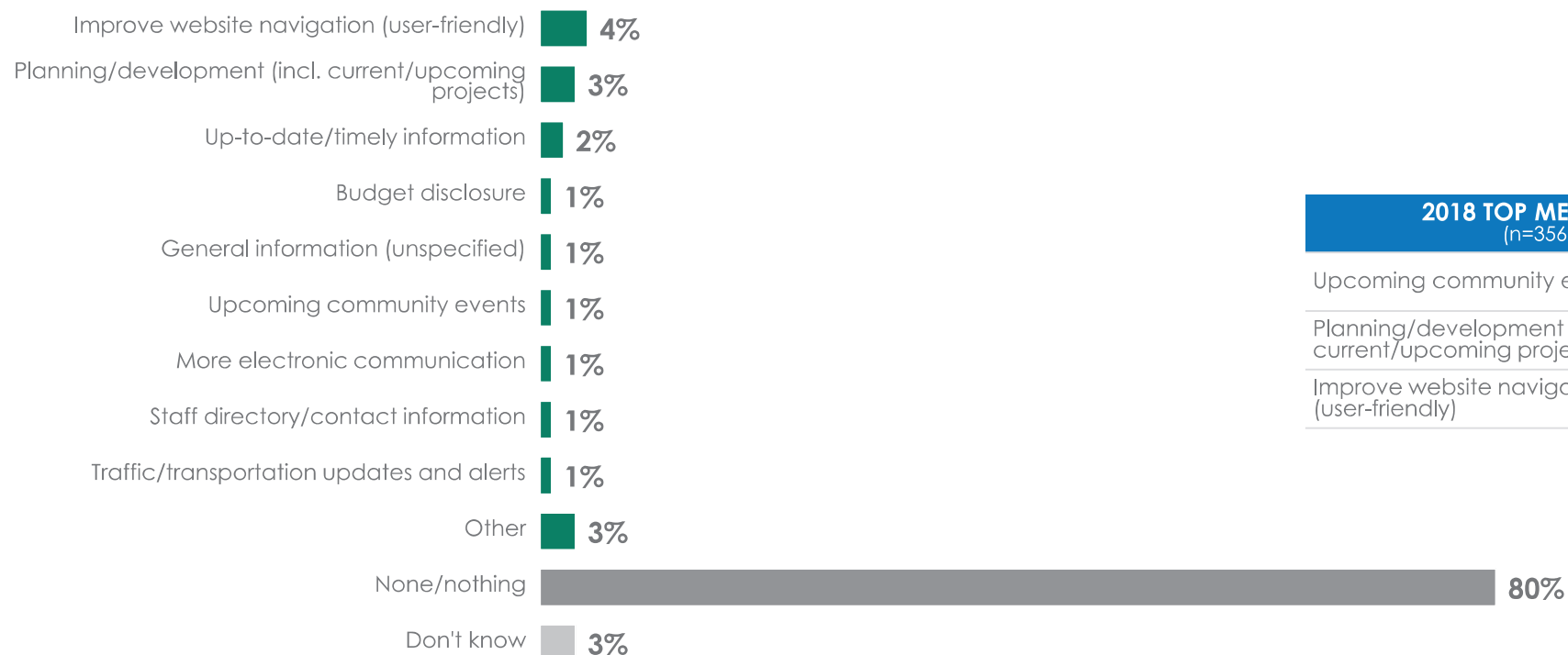
	2012 (n=326)	2014 (n=341)	2016 (n=343)	2018 (n=356)	2022 (n=334)	NORM
TOTAL USEFUL	89%	92%	94%	93%	92%	93%
Very useful	40%	43%	39%	41%	39%	41%

Base: Those saying they use the City's website (n=334)  
Q17. How useful is the information and online services available on the City's website?



# Suggestions for Other Information or Online Services

AMONG THOSE SAYING THEY USE THE CITY'S WEBSITE (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



2018 TOP MENTIONS (n=356)	
Upcoming community events	3%
Planning/development (incl. current/upcoming projects)	2%
Improve website navigation (user-friendly)	2%

Base: Those saying they use the City's website (n=334)  
Q18. Are there any other types of information or online services that you would like to see included on the City's website? Anything else?

# TOURISM

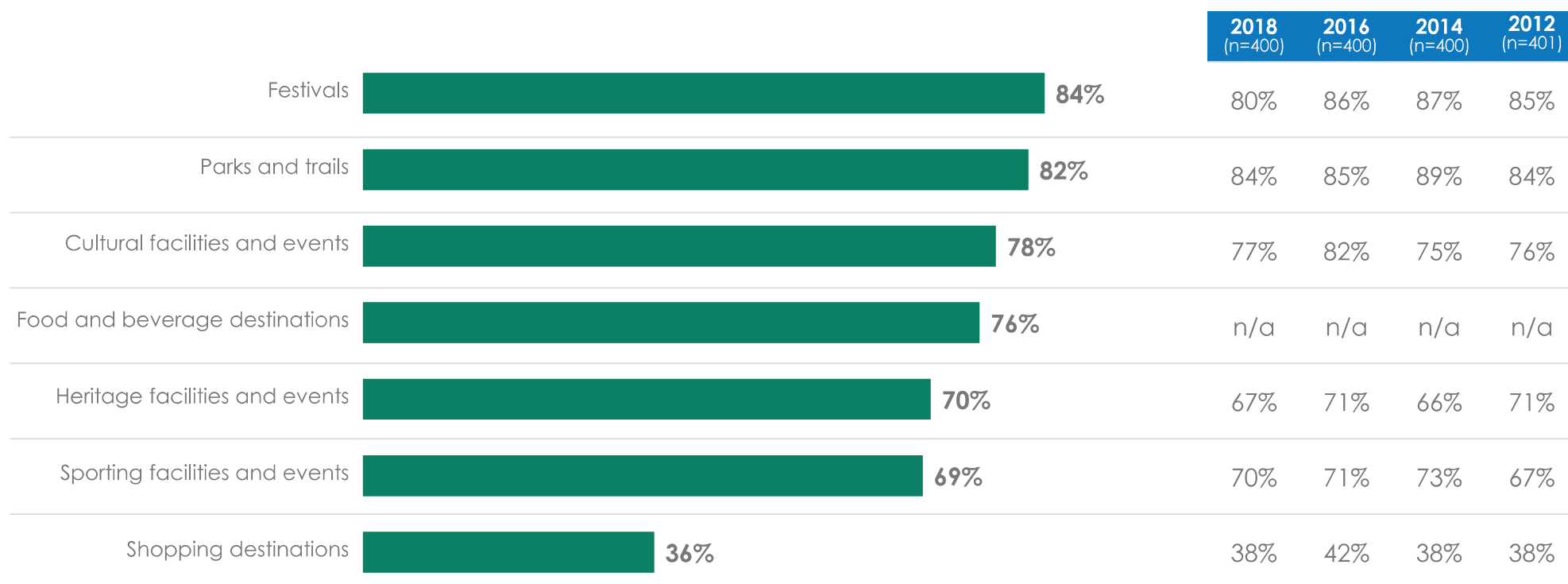
# Support for Investing in Attracting Out of Town Visitors

**Citizens support a variety of tourism-related investments – one notable exception is shopping destinations.** Of the evaluated items, there is the most support for investing in *festivals* (84%) and *parks and trails* (82%) to help attract out of town visitors. There is also majority support for investing in *cultural facilities and events* (78%), *food and beverage destinations* (76%), *heritage facilities and events* (70%), and *sporting facilities and events* (69%). Only a minority (36%) support investing in *shopping destinations* to help attract out of town visitors. This year's results are statistically consistent with 2018.

- Support for investing in *parks and trails* is higher among those who have lived in Port Moody for 20 years or less (includes 88% of 11-20 years and 87% of 10 years or less vs. 75% of 21+ years).
- Support for investing in *cultural facilities and events* is higher among those who have lived in Port Moody for 10 years or less (90% vs. 71% of 21+ years, 79% of 11-20 years).
- Support for investing in *food and beverage destinations* is higher among those who are <65 years of age (includes 78% of 18-54 years and 77% of 55-64 years vs. 67% of 65+ years).
- Support for investing in *shopping destinations* is higher among women (42% vs. 28% of men).

# Support for Investing in Attracting Out of Town Visitors

## % YES – CITY SHOULD INVEST IN TO HELP ATTRACT OUT OF TOWN VISITORS



Base: All respondents (n=400)

Q19. There are a number of different things the City of Port Moody can invest in to make it more attractive to out of town visitors. Please tell me if you think the City should invest in each of the following to help attract out of town visitors.

# ENVIRONMENTAL PROTECTION

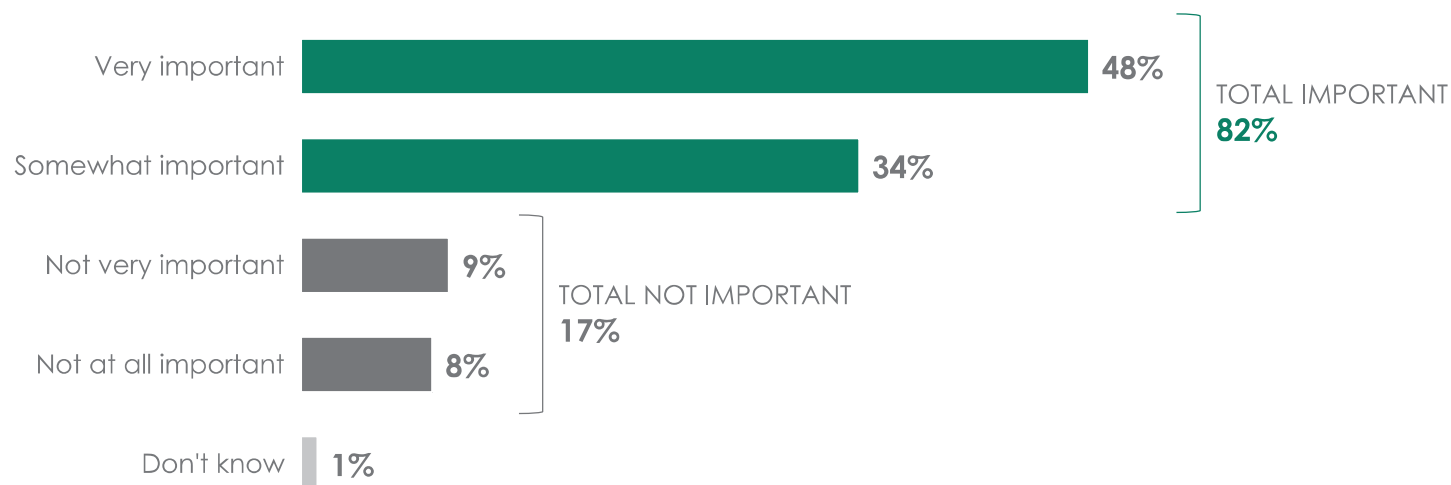
# Importance of Environmental Protection

**Environmental protection continues to be a priority for citizens.** A strong majority (82%) of citizens say it is important for the City to be a leader in protecting the environment, even if doing so increases their municipal taxes. Nearly half (48%) say this is 'very important', while 34% say 'somewhat important'. This year's results are similar to 2018.

- Women are more likely than men to say it is important (combined 'very/somewhat important' responses) for the City to be a leader in protecting the environment (89% vs. 75%).

# Importance of Environmental Protection

## IMPORTANCE OF CITY BEING A LEADER IN PROTECTING THE ENVIRONMENT



	2012 (n=401)	2014 (n=400)	2016 (n=400)	2018 (n=400)	2022 (n=400)
TOTAL IMPORTANT	81%	82%	87%	83%	82%
Very important	46%	44%	51%	48%	48%

Base: All respondents (n=400)

Q20. How important is it to you that the City of Port Moody be a leader in protecting the environment, even if doing so increases your municipal taxes?

# COVID-19 IMPACT



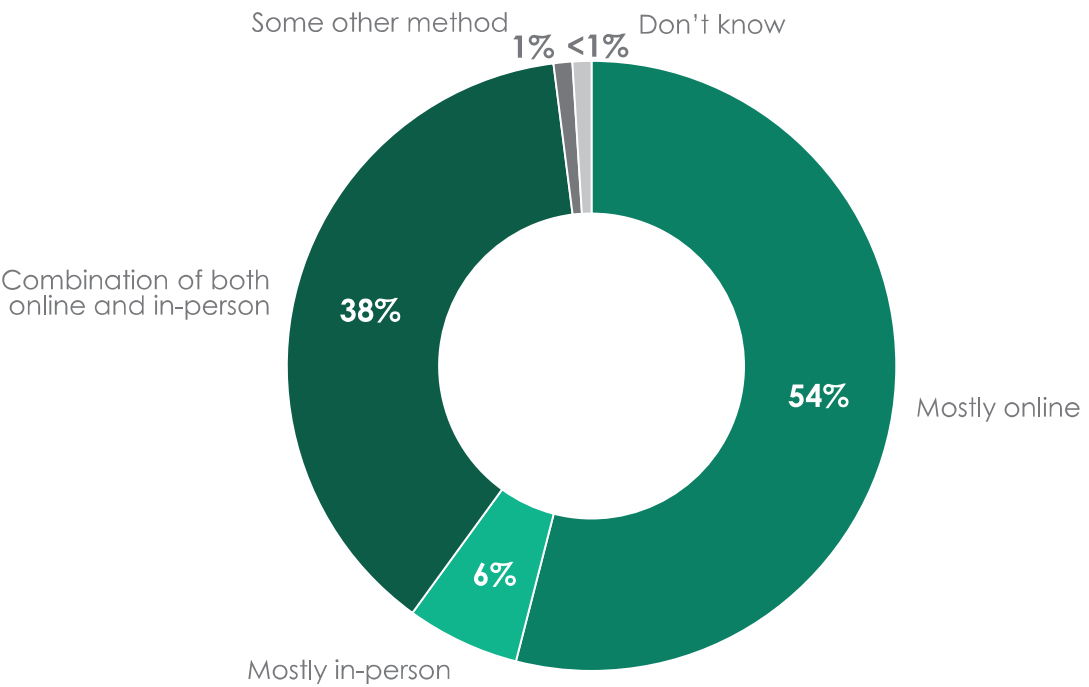
# Preferred Way of Accessing City Services and Information

**Citizens prefer online over in-person access to City services and information.** Just over half (54%) say they would prefer to access City services and information (such as making payments, scheduling appointments, and submitting applications) 'mostly online'. Another 38% say they would prefer a 'combination of both online and in-person'. Very few (6%) say they would prefer access to services and information to be 'mostly in-person'.

- Preference for a 'mostly online' approach is higher among those who are 18-54 years of age (66% vs. 26% of 65+ years, 41% of 55-64 years), those living in households with children under the age of 18 (64% vs. 47% of those without children at home), and those who have lived in Port Moody for 11-20 years (63% vs. 44% of 21+ years, 54% of 10 years or less).
- Conversely, preference for a 'mostly in-person' approach is higher among those who are 65+ years of age (18% vs. 2% of 18-54 years, 9% of 55-64 years), those living in households without children under the age of 18 (10% vs. 0% of those with children at home), and those who have lived in Port Moody for 21+ years (13% vs. 1% of 11-20 years, 4% of 10 years or less).

# Preferred Way of Accessing City Services and Information

## PREFERRED METHOD OF ACCESSING SERVICES AND INFORMATION



NEW QUESTION IN 2022  
Base: All respondents (n=400)  
COVID1, During the COVID-19 pandemic, the City began providing more information and services online. Now that public health restrictions are loosening, what is your preferred way of accessing City services and information, such as making payments, scheduling appointments, and submitting applications?

# **APPENDIX: ONLINE SURVEY RESULTS**

# 3

# Summary

## COMPARISON OF ONLINE TO TELEPHONE

Overall, the results of the online survey generally align with the telephone survey in terms of direction, with online survey respondents echoing many similar sentiments and themes as those who participated in the telephone survey.

However, online respondents tend to provide lower ratings than telephone respondents for most survey measures.

While growth and development is a top priority for respondents in both surveys, this is particularly true for online.

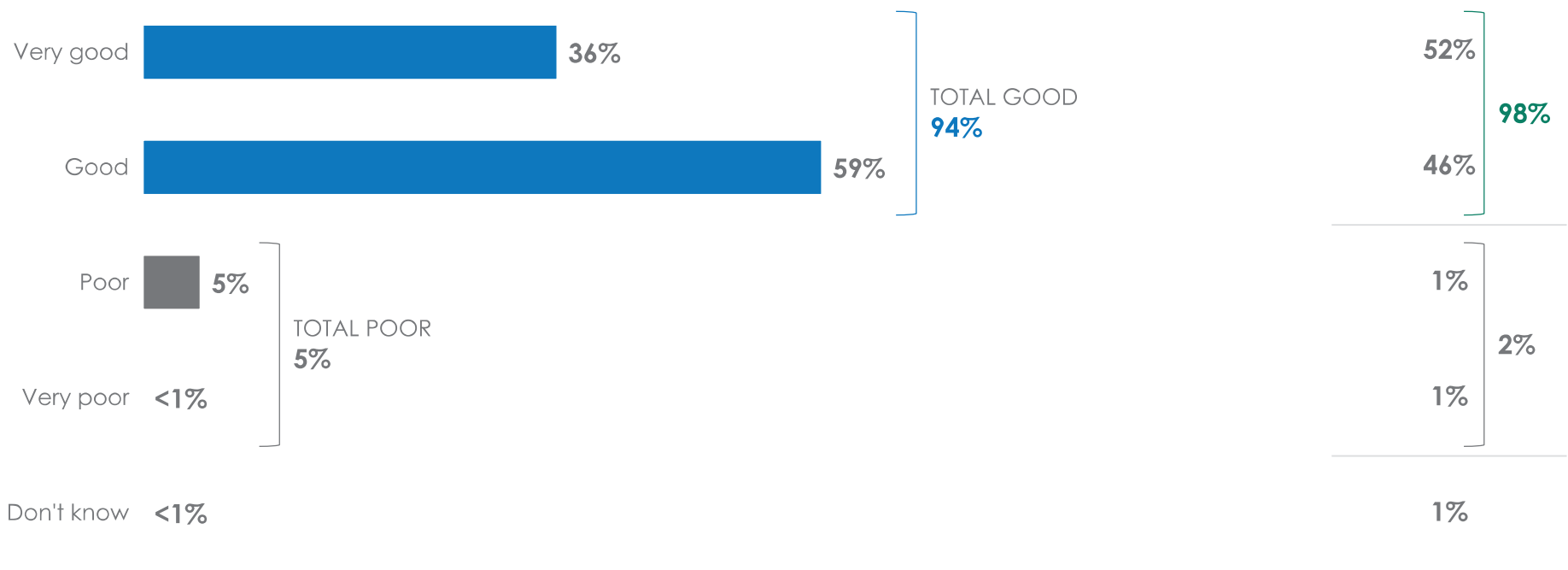
There are a few instances where the online and telephone results are notably different. These include:

- **Satisfaction with Municipal Governance and Leadership:** less than half of online respondents say they are satisfied with the *City's municipal government as a whole*, compared to a majority of telephone respondents. Online respondents are more critical of *Council, excluding Administration*.
- **Satisfaction with City Services:** less than three-in-ten online respondents say they are satisfied with *land use and community planning*, compared to just over half of telephone respondents. Online satisfaction with *permits and licensing* is also quite a bit lower than telephone; however, nearly half of online respondents say they 'don't know' how to evaluate this service.
- **Suggested Program and Service Improvements:** online respondents are most likely to mention "parks/greenspace/trails", while telephone respondents emphasize "recreation" and "traffic congestion".
- **Communication:** online respondents generally express greater interest in the City's social media offerings (are more likely to mention social media as a preferred method of communication and are more likely to say the City's social media is a useful form of communication). Conversely, online respondents are less interested in printed materials such as newsletters and the printed version of the Happening Recreation Guide.
- **Preferred Way of Accessing City Services and Information:** while both online and telephone respondents express an overall preference for online over in-person access to City services and information, this preference is particularly strong among those participating online.

# QUALITY OF LIFE

# Overall Quality of Life

## QUALITY OF LIFE IN CITY OF PORT MOODY

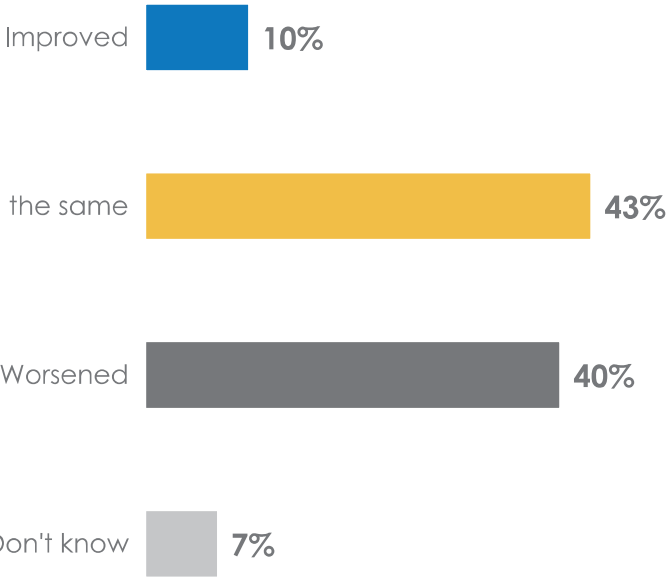


Base: All respondents (n=588)  
Q2. How would you rate the overall quality of life in the City of Port Moody today?



# Change in Quality of Life

## CHANGE IN QUALITY OF LIFE PAST THREE YEARS





**NET Score**  
*Improved – Worsened*

**ONLINE: -30**  
**TELEPHONE: -20**

TELEPHONE 2022 (n=400)	
Improved	12%
Stayed the same	55%
Worsened	32%
Don't know	2%

Base: All respondents (n=588)  
Q3. And, do you feel that the quality of life in the City of Port Moody in the past three years has ...?

# Reasons Quality of Life Has Improved

## AMONG THOSE SAYING THE QUALITY OF LIFE HAS IMPROVED (CODED OPEN-ENDS)

		TELEPHONE 2022 (n=43)**
Growth/development	31%	24%
Economic development/more local businesses	12%	2%
Good amenities/services	10%	16%
Parks/trails/greenspace	10%	10%
Good public transportation	5%	2%
More activities/things to do	5%	15%
Community involvement/engagement	3%	6%
Improved/getting better (unspecified)	3%	2%
More stores/places for shopping	3%	0%
Recreation opportunities	3%	8%
SkyTrain/Evergreen Line	3%	6%
Other	5%	7%
Don't know	5%	1%

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

\*\* Very small base size (<50), interpret with extreme caution

Base: Those saying the quality of life has improved (n=59)\*











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 WORSENERD (CODED OPEN-ENDS)

**TELEPHONE 2022**  
(n=131)

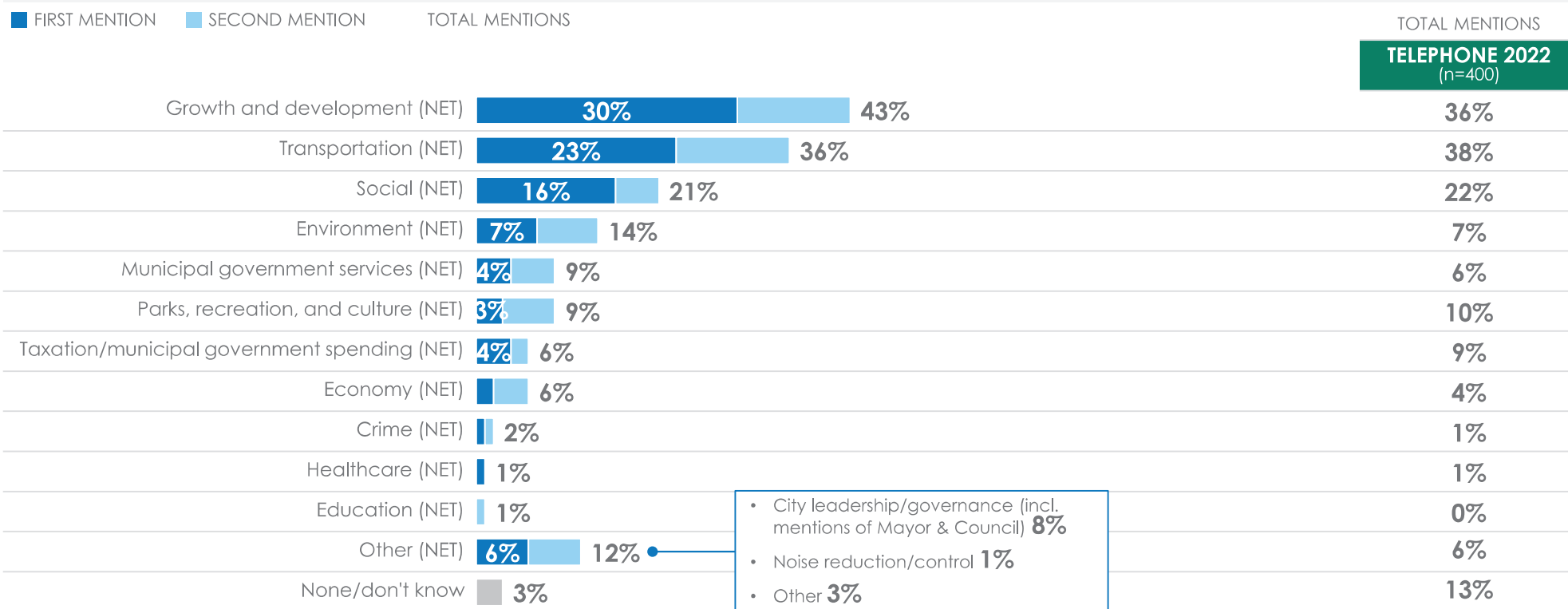
Growth/development	 37%	27%
Traffic	 21%	36%
City leadership/governance (incl. mentions of Mayor & Council)	 16%	10%
It is more expensive/cost of living	 6%	10%
Lack of infrastructure/infrastructure not keeping up with the pace of development	 6%	1%
COVID-19	 4%	4%
High taxes	 3%	4%
Crime/public safety/policing	 2%	0%
Other	 5%	7%
Don't know	 1%	0%

Base: Those saying the quality of life has worsened (n=238)  
Q5. Why do you think the quality of life has worsened?  
69 — © Ipsos

# IMPORTANT LOCAL ISSUES

# Important Local Issues

## TOP-OF-MIND ISSUES (CODED OPEN-ENDS, MULTIPLE MENTIONS ALLOWED)



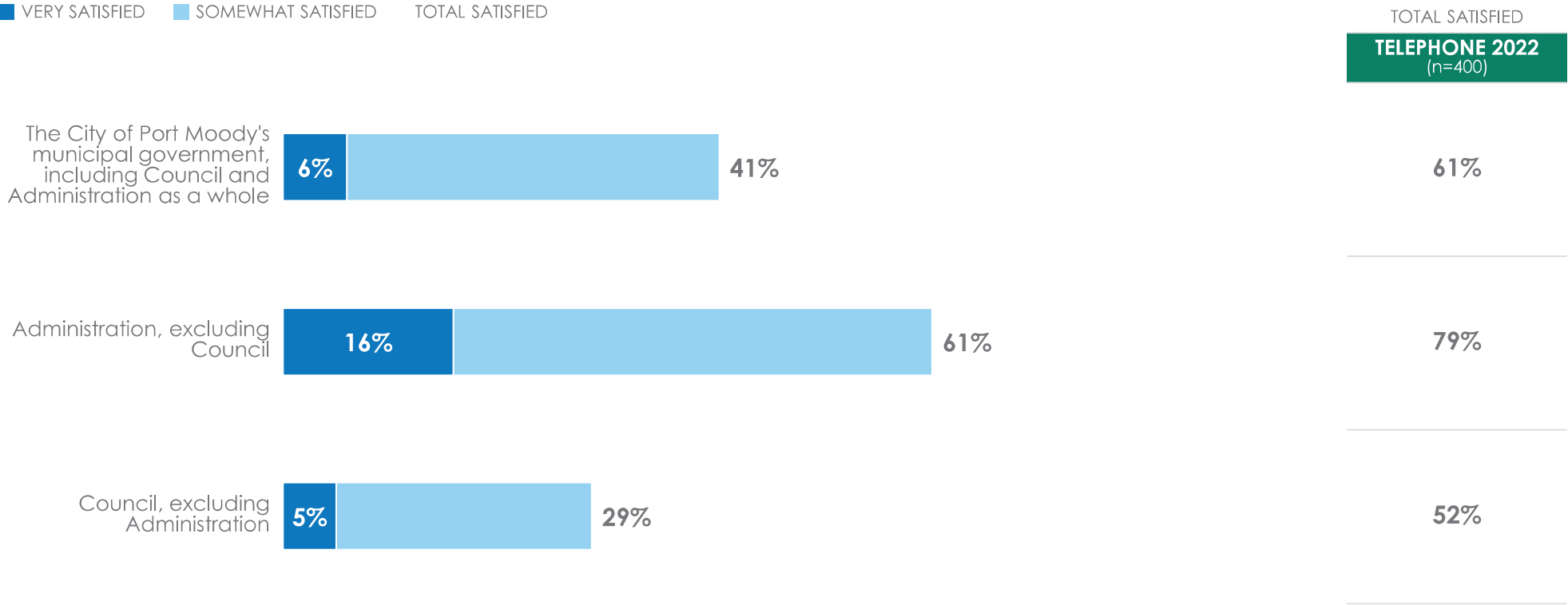
Base: All respondents (n=588)

Q1. In your view, as a resident of the City of Port Moody, what are the most important issue facing your community, that is the issues you feel should receive the greatest attention from your local leaders?

# **MUNICIPAL GOVERNANCE, LEADERSHIP, AND SERVICES**

# Satisfaction with Municipal Governance and Leadership

## OVERALL SATISFACTION WITH RUNNING OF COMMUNITY

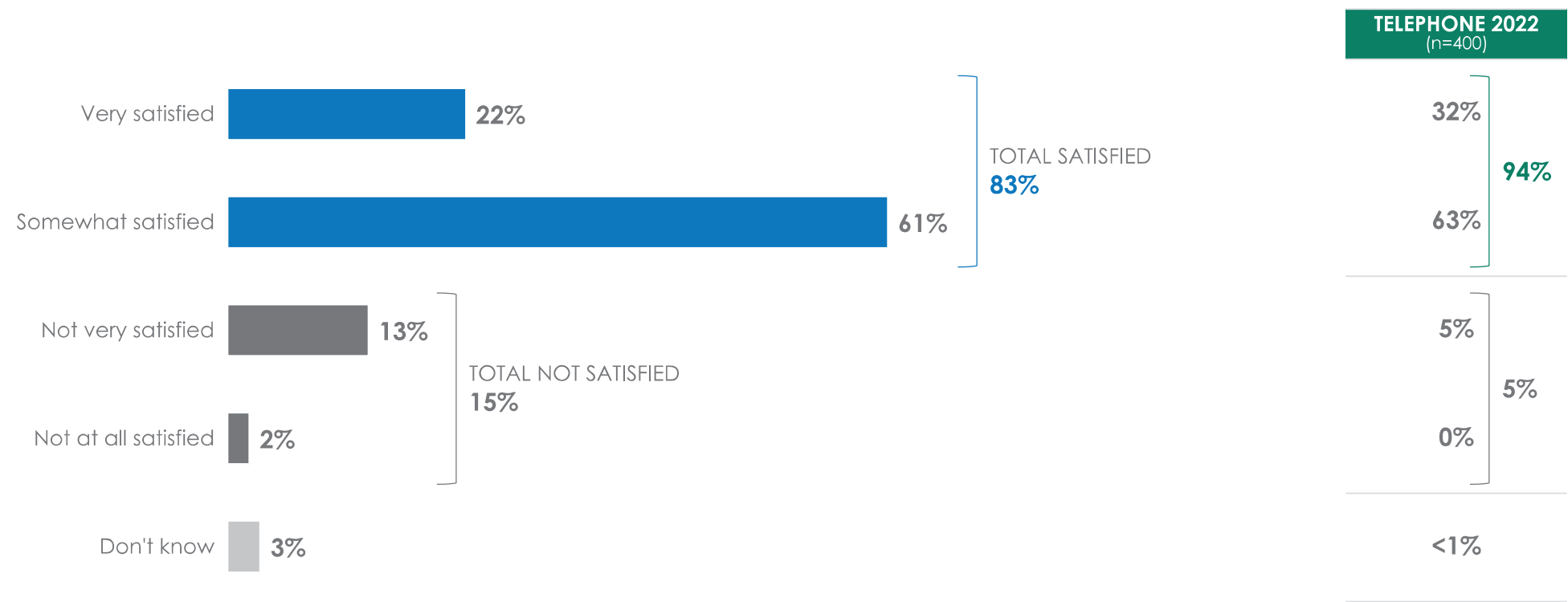


Base: All respondents (n=588)  
Q6. Taking everything into account, how satisfied are you with the way each of the following is going about running the community?



# Overall Satisfaction with City Services

## SATISFACTION WITH OVERALL LEVEL AND QUALITY OF CITY SERVICES



Base: All respondents (n=588)  
Q7. How satisfied you are with each of the following services provided by the City of Port Moody? The overall level and quality of services provided by the City of Port Moody.



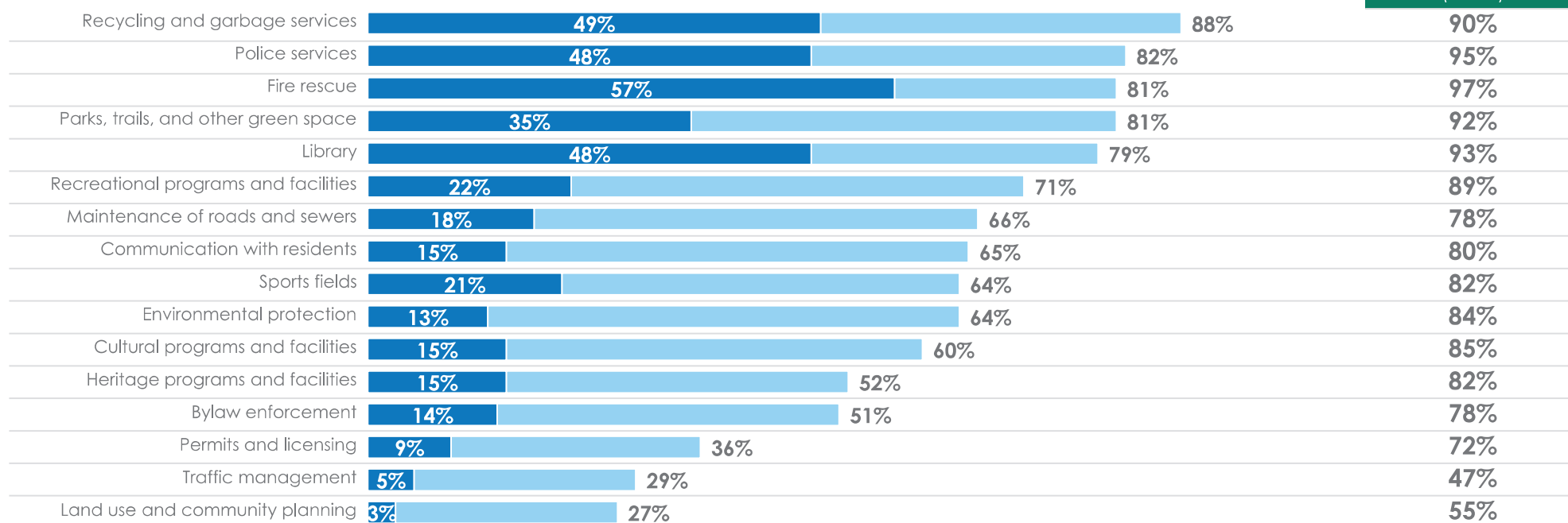
# Satisfaction with Services

## SATISFACTION WITH SPECIFIC CITY SERVICES

■ VERY SATISFIED ■ SOMEWHAT SATISFIED TOTAL SATISFIED

TOTAL SATISFIED

**TELEPHONE 2022**  
(n=400)



Base: All respondents (n=588)

Q7. How satisfied are you with each of the following services provided by the City of Port Moody?

# Satisfaction with Services

## SATISFACTION WITH SPECIFIC CITY SERVICES

	ONLINE 2022 (n=588)			TELEPHONE 2022 (n=400)		
	TOTAL SATISFIED	TOTAL NOT SATISFIED	DON'T KNOW	TOTAL SATISFIED	TOTAL NOT SATISFIED	DON'T KNOW
Recycling and garbage services	88%	8%	4%	90%	9%	<1%
Police services	82%	6%	12%	95%	3%	1%
Fire rescue	81%	1%	18%	97%	<1%	3%
Parks, trails, and other green space	81%	18%	1%	92%	8%	<1%
Library	79%	3%	19%	93%	2%	4%
Recreational programs and facilities	71%	19%	10%	89%	9%	3%
Maintenance of roads and sewers	66%	30%	4%	78%	22%	<1%
Communication with residents	65%	31%	4%	80%	19%	1%
Sports fields	64%	14%	22%	82%	11%	7%
Environmental protection	64%	22%	14%	84%	14%	3%
Cultural programs and facilities	60%	18%	22%	85%	11%	4%
Heritage programs and facilities	52%	16%	32%	82%	9%	9%
Bylaw enforcement	51%	23%	26%	78%	16%	6%
Permits and licensing	36%	16%	48%	72%	15%	13%
Traffic management	29%	69%	3%	47%	52%	<1%
Land use and community planning	27%	65%	7%	55%	44%	1%

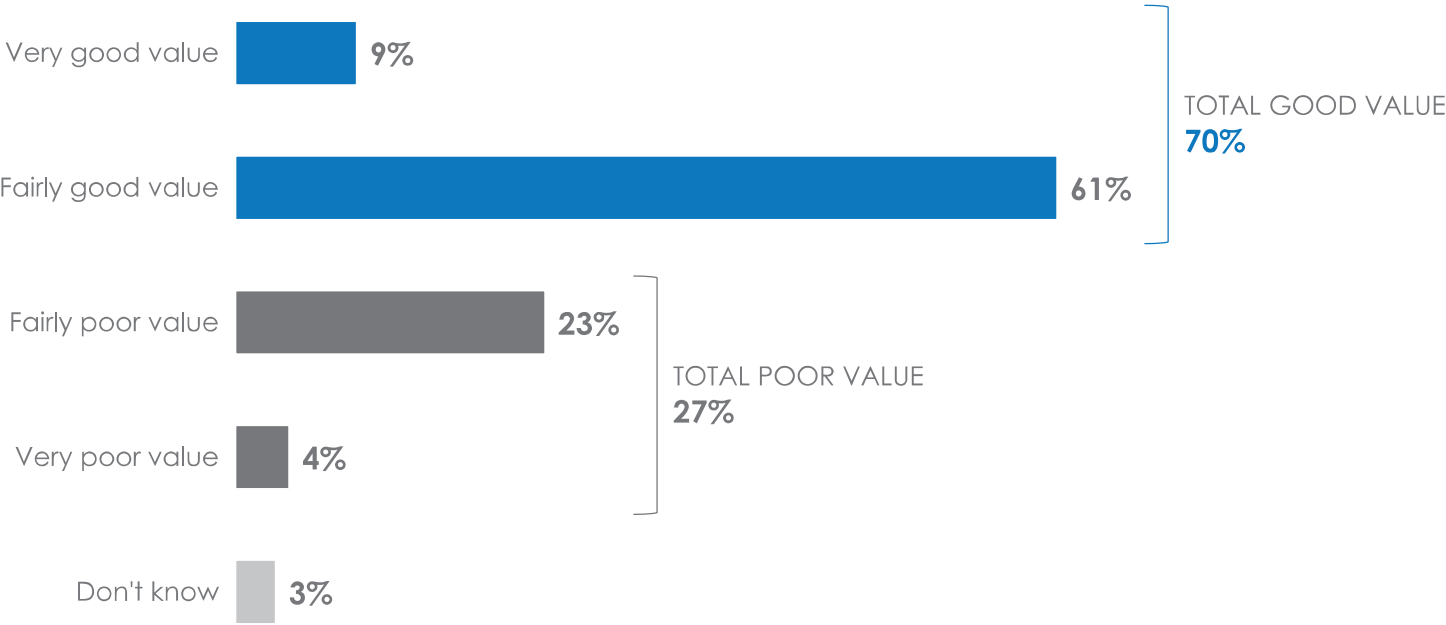
Base: All respondents  
Q7. How satisfied are you with each of the following services provided by the City of Port Moody?



# FINANCIAL PLANNING

# Value for Taxes

## VALUE OF TAX DOLLARS FOR CITY PROGRAMS AND SERVICES



TELEPHONE 2022 (n=400)	
14%	83%
70%	
13%	16%
3%	
1%	

Base: All respondents (n=588)  
Q8. Thinking about all the programs and services you receive from the City of Port Moody, would you say that overall you get good value or poor value for your tax dollars?



# Suggested Program and Service Improvements

## SUGGESTED IMPROVEMENTS (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)

			TELEPHONE 2022 (n=400)
Parks/greenspace/trails	<div><div></div></div> 13%		8%
Traffic congestion	<div><div></div></div> 9%		13%
Maintenance/condition of roads	<div><div></div></div> 9%		6%
Planning/land use/City growth management	<div><div></div></div> 9%		9%
Recreation	<div><div></div></div> 9%		14%
Arts and culture (heritage, music, etc.)	<div><div></div></div> 5%		9%
Community events/services	<div><div></div></div> 5%		4%
Services for seniors	<div><div></div></div> 5%		6%
Bylaw enforcement	<div><div></div></div> 4%		4%
City leadership/governance (incl. mentions of Mayor & Council)	<div><div></div></div> 4%		2%
Garbage and recycling	<div><div></div></div> 4%		3%
Infrastructure	<div><div></div></div> 4%		2%
Policing/crime prevention	<div><div></div></div> 4%		1%
Services for children and youth	<div><div></div></div> 4%		5%
None/don't know	<div><div></div></div> 28%		24%

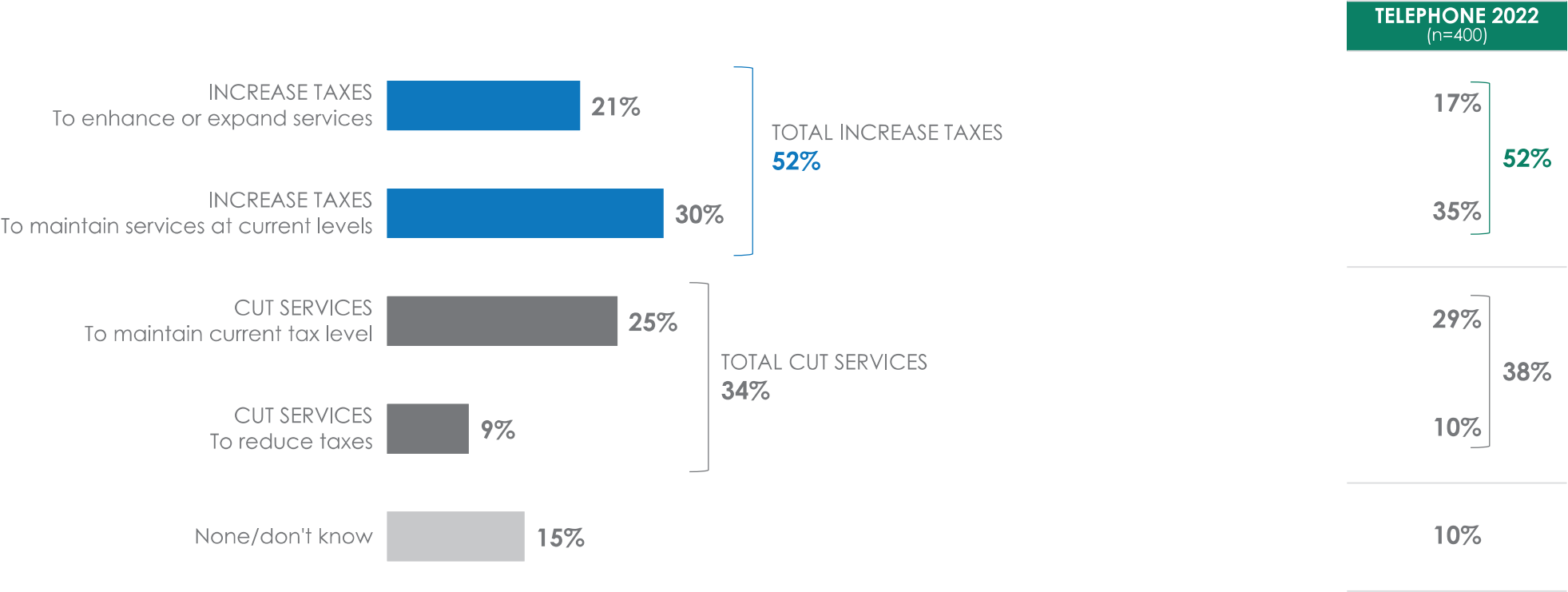
Note: Mentions <4% not shown.

Base: All respondents (n=588)

Q8b. What, if any, City programs and services would you most like to see improved?

# Balancing Taxation and Service Delivery Levels

## INCREASE TAXES VS. CUT SERVICES



Base: All respondents (n=588)  
Q9. Municipal property taxes are the primary way to pay for services provided by the City of Port Moody. Due to the increased cost of maintaining current service levels and infrastructure, the City 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 Port Moody to pursue?

# Suggested Non-Taxation Revenue Generating Ideas

## SUGGESTIONS (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)

		TELEPHONE 2022 (n=400)
More parking meters/paid parking	12%	6%
Economic development	9%	5%
More paid community events	7%	5%
New/higher development fees	6%	5%
Raise/add user fees	5%	1%
Reduce spending (incl. reduce staff/salaries)	5%	6%
Increase population/larger tax base	4%	3%
Rent/sell City-owned spaces/facilities/lands	4%	5%
Development/density	3%	0%
Lottery/fundraisers	3%	1%
Public-private partnerships (corporate sponsorship)	3%	2%
Advertisements/billboards	2%	0%
Improve bylaw enforcement	2%	<1%
Reduce delays in development/permits	2%	0%
None/don't know	46%	57%

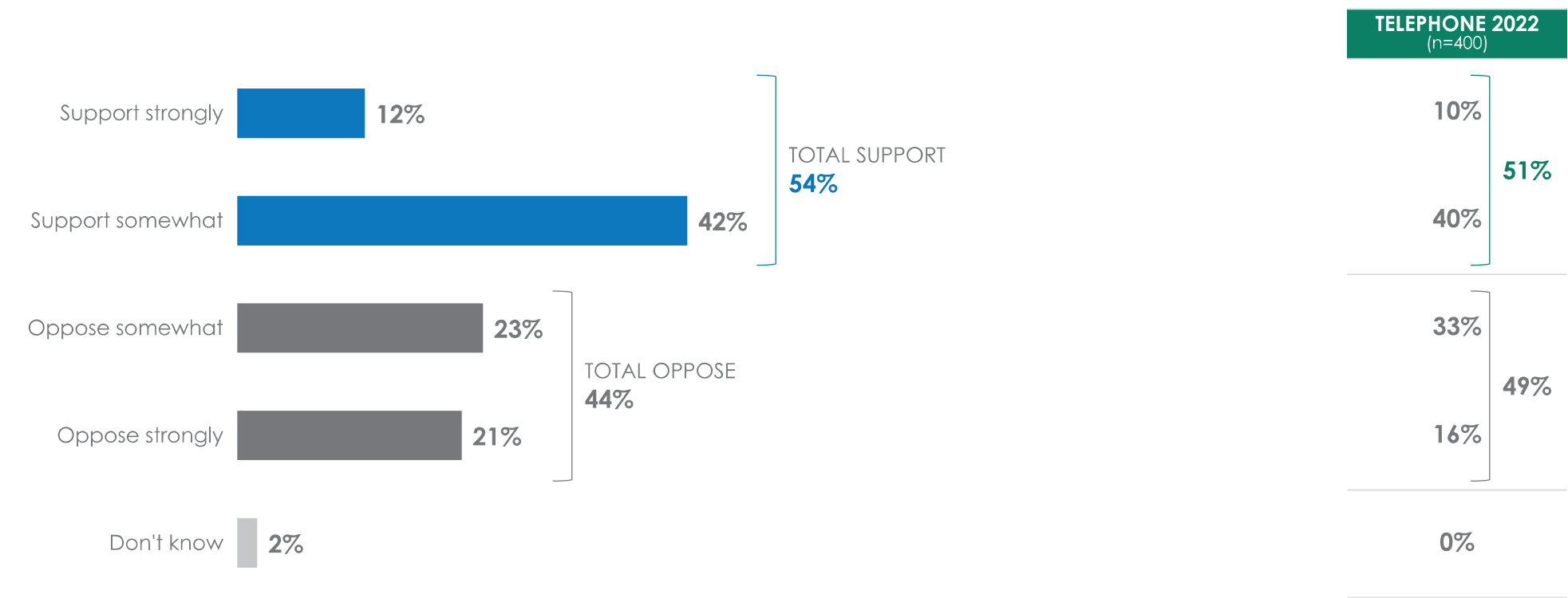
Note: Mentions <2% not shown.

Base: All respondents (n=588)

Q10. What suggestions, if any, do you have for non-taxation revenue generating ideas that you would like City Council to consider?

# Support for Debt Financing

## SUPPORT FOR CITY GOING INTO DEBT TO HELP FINANCE NEW AMENITIES



Base: All respondents (n=588)  
Q11. Port Moody's population is expected to grow over the next few years and the community will require new amenities to keep pace with this growth. The City has limited ability to fund new amenities using existing finances. Generally speaking, do you support or oppose the City going into debt to help finance new amenities? For example, a new library or soccer fields.

# Reasons Opposed to Debt Financing

## OPPOSED TO CITY DEBT FOR NEW AMENITIES (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)

			TELEPHONE 2022 (n=213)
Not fiscally/financially responsible	<div></div>	17%	9%
Should be paid for by developers/private industry	<div></div>	14%	8%
Do not need new amenities/fine as is	<div></div>	12%	20%
Should have the money in advance/prior to spending	<div></div>	12%	16%
Concerned about tax impact	<div></div>	10%	8%
Should grow to increase the tax base	<div></div>	10%	4%
Need to find a different way to increase funds	<div></div>	5%	2%
Should not grow (too many people)	<div></div>	5%	6%
Eventually the debt has to be paid off	<div></div>	4%	1%
Interest rates are going up/high interest rate	<div></div>	4%	4%
Need more information/do not know enough about it	<div></div>	4%	5%
Next generation should not have to pay off debt	<div></div>	4%	3%
Need to find savings in the current budget	<div></div>	3%	2%
None/don't know	<div></div>	9%	7%

Note: Mentions <3% not shown.














Base: Those saying they oppose the City going into debt to help finance new amenities (n=258)  
Q12a. Why do you oppose the City going into debt to help finance new amenities?

# COMMUNICATION



# Information Needs

## INFORMATION INTERESTED IN RECEIVING FROM CITY (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)

		TELEPHONE 2022 (n=400)
Community planning/land use/new developments	 27%	32%
Municipal taxes/property taxes/budget	 10%	10%
Community events/special events	 7%	6%
Public/Council meetings	 6%	6%
Roads/transportation/transit	 5%	6%
Municipal services/programs	 4%	8%
Bylaws	 3%	4%
Environment	 3%	1%
Online information (City website, social media)	 3%	1%
Parks/recreation/arts/culture	 3%	7%
Community updates/what's new	 2%	12%
Main/ongoing issues	 2%	1%
None/don't know	 44%	31%

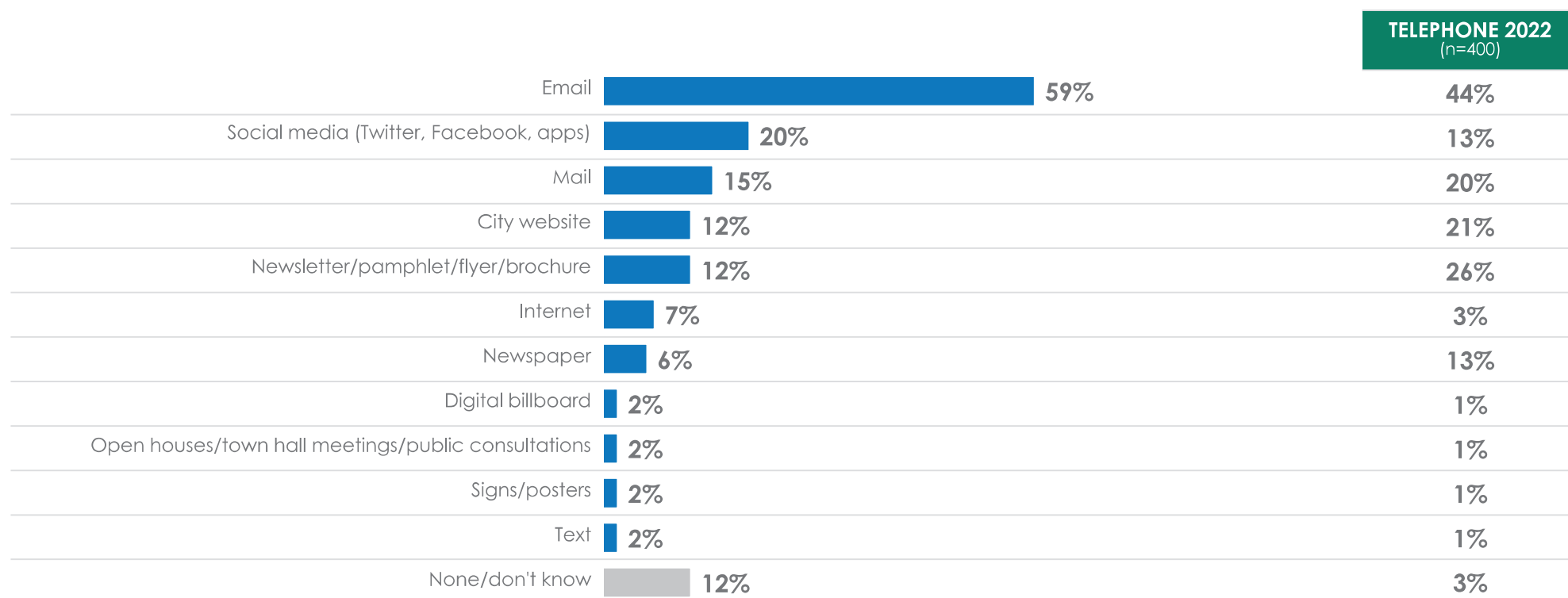
Note: Mentions <2% not shown.

Base: All respondents (n=588)

Q13. Thinking about your information needs, what kinds of information do you want the City of Port Moody to provide you with?

# Preferred Methods of Communication

## PREFERRED METHODS OF COMMUNICATION WITH CITY (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



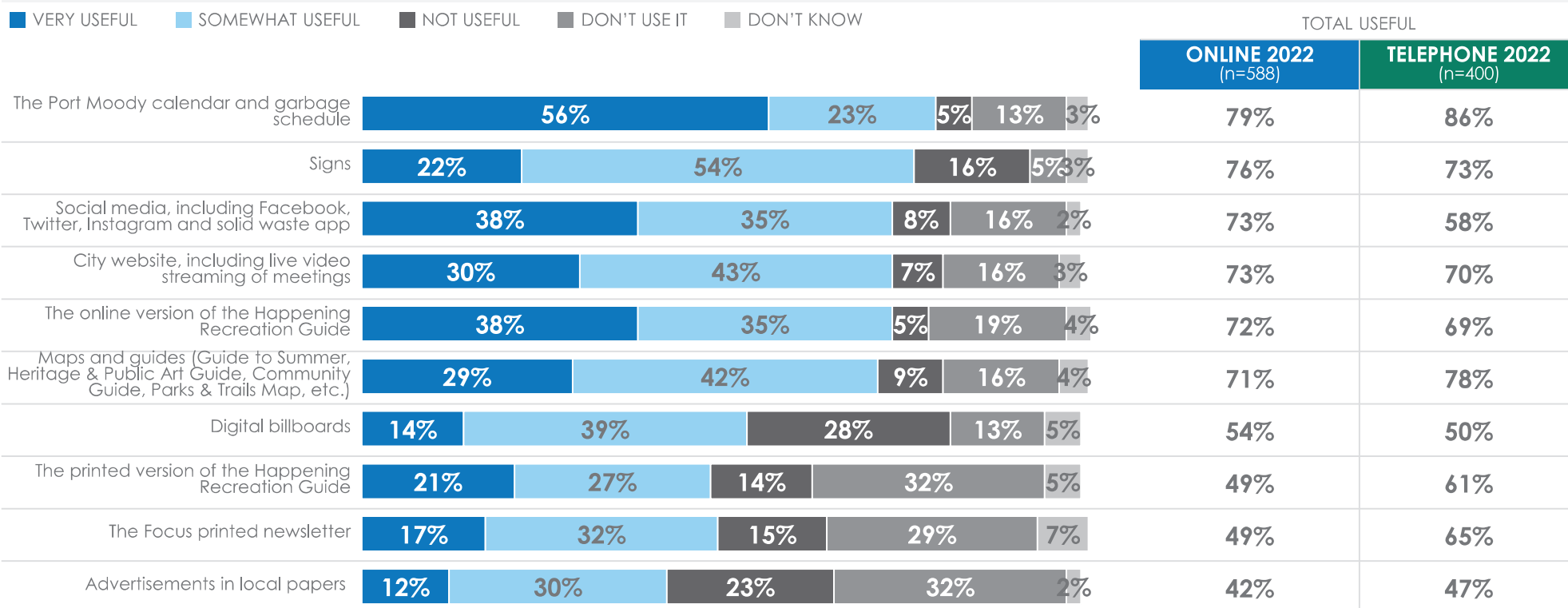
Note: Mentions <2% not shown.

Base: All respondents (n=588)

Q14. And what methods would be best for the City of Port Moody to communicate information to you?

# Usefulness of Specific City Communication Channels

## USEFULNESS OF CITY COMMUNICATION CHANNELS

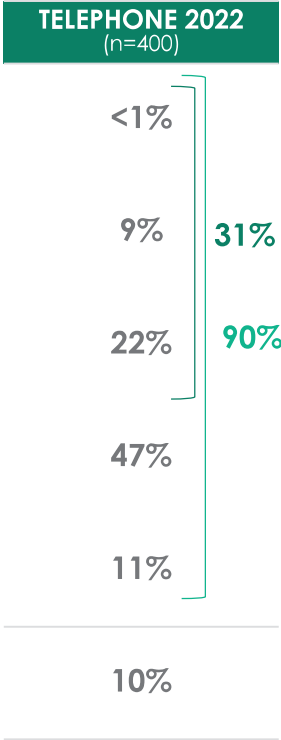
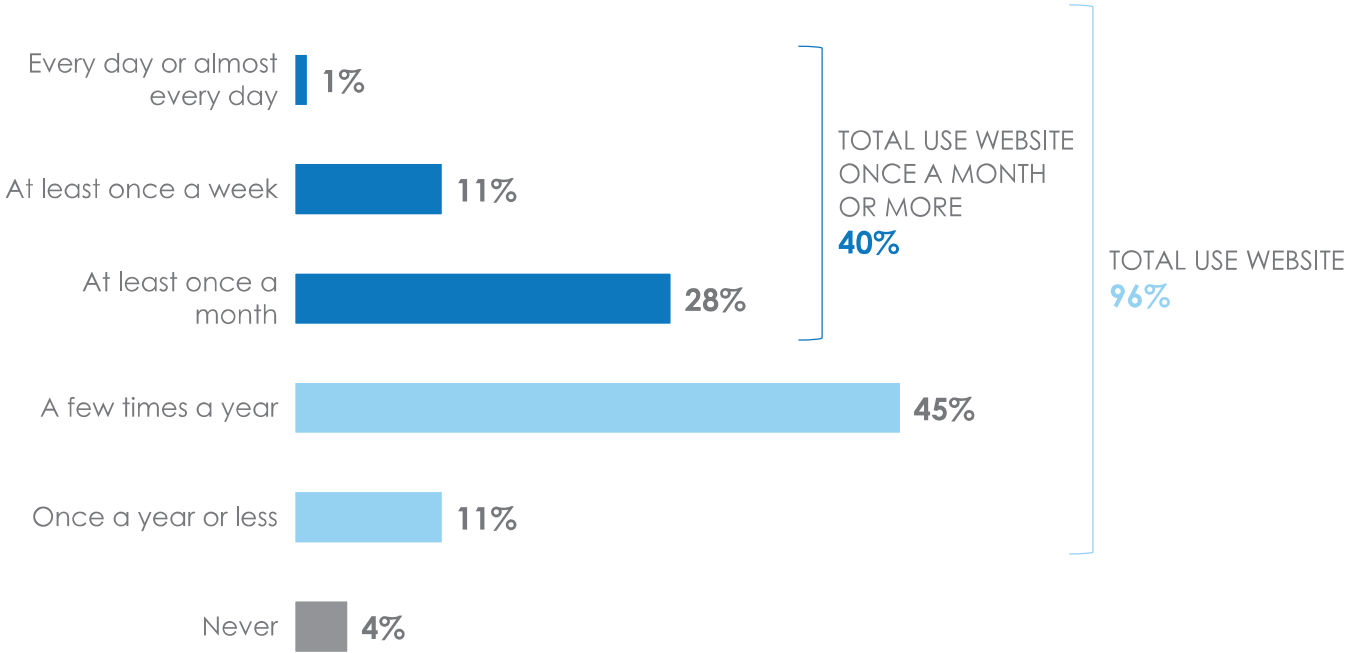


Base: All respondents (n=588)

Q15. The City of Port Moody uses a number of ways to communicate with its residents. How useful do you find each of the following of the City's communication methods?

# Frequency of Using City Website

## CITY WEBSITE USAGE

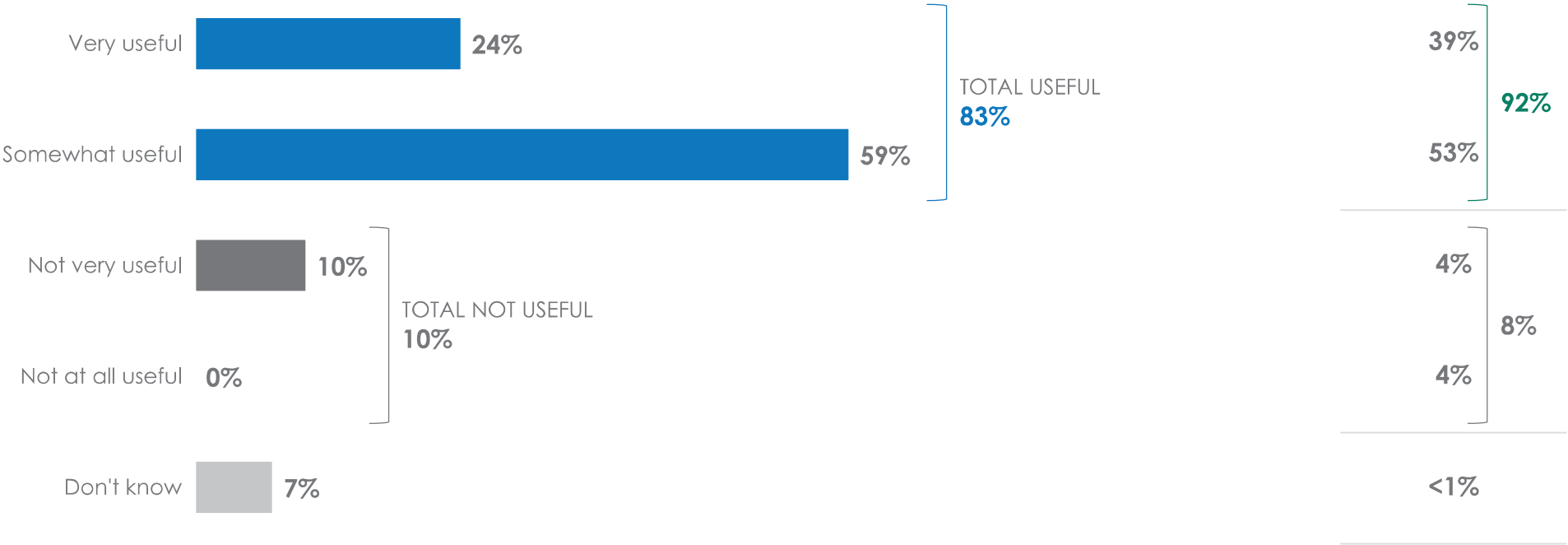


Base: All respondents (n=588)  
Q16. How often do you use the City of Port Moody's website?



# Usefulness of City Website

## AMONG THOSE SAYING THEY USE THE CITY'S WEBSITE



Base: Those saying they use the City's website (n=563)  
Q17. How useful is the information and online services available on the City's website?

# Suggestions for Other Information or Online Services

AMONG THOSE SAYING THEY USE THE CITY'S WEBSITE (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)

		TELEPHONE 2022 (n=334)
Planning/development (incl. current/upcoming projects)	5%	3%
Improve website navigation (user-friendly)	4%	4%
Upcoming community events	4%	1%
Environment	2%	0%
More information from City Council	2%	<1%
Up-to-date/timely information	2%	2%
Budget disclosure	1%	1%
Crime	1%	0%
Municipal services	1%	0%
Traffic/transportation updates and alerts	1%	1%
Volunteering	1%	0%
Other	2%	3%
None/don't know	79%	83%

Base: Those saying they use the City's website (n=563)

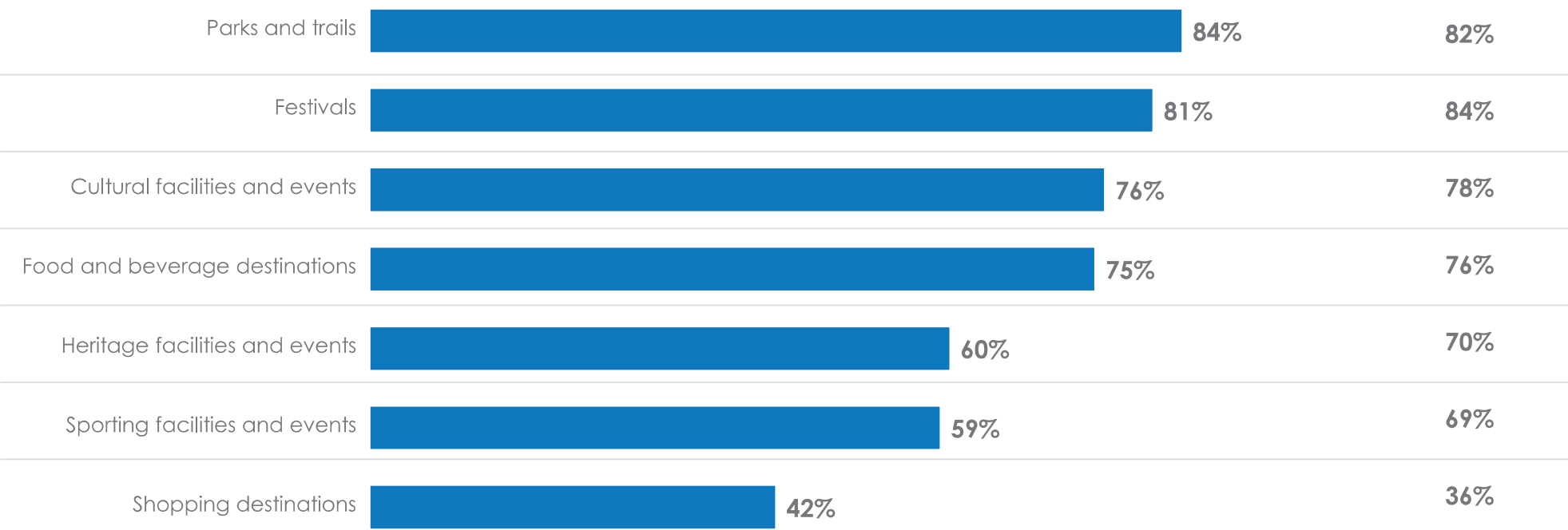
Q18. Are there any other types of information or online services that you would like to see included on the City's website?

# TOURISM

# Support for Investing in Attracting Out of Town Visitors

% YES – CITY SHOULD INVEST IN TO HELP ATTRACT OUT OF TOWN VISITORS

TELEPHONE 2022  
(n=400)



Base: All respondents (n=588)

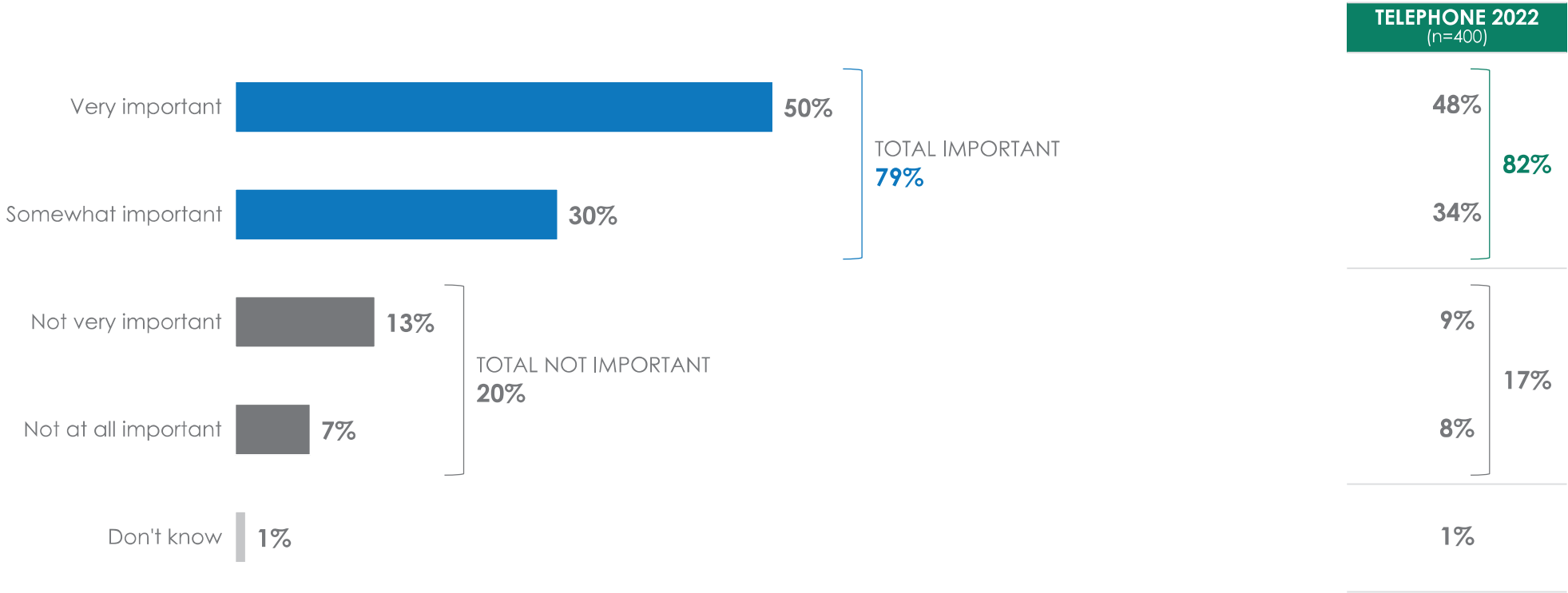
Q19. There are a number of different things the City of Port Moody can invest in to make it more attractive to out of town visitors. Please indicate if you think the City should invest in each of the following to help attract out of town visitors.



# ENVIRONMENTAL PROTECTION

# Importance of Environmental Protection

## IMPORTANCE OF CITY BEING A LEADER IN PROTECTING THE ENVIRONMENT



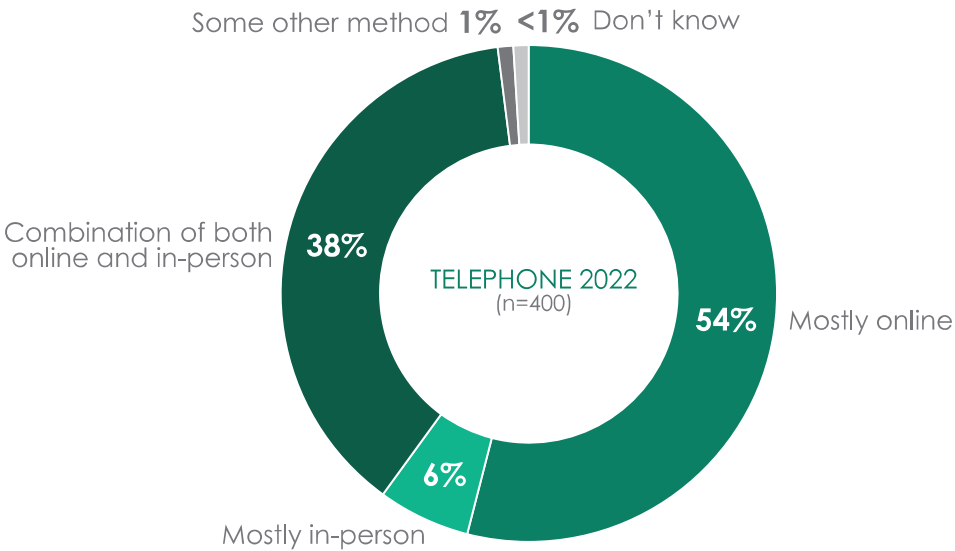
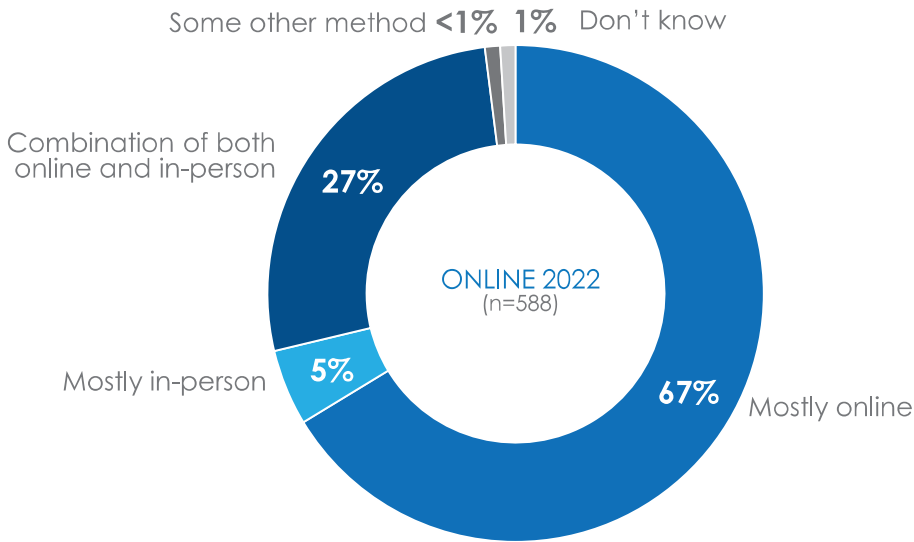
Base: All respondents (n=588)  
Q20. How important is it to you that the City of Port Moody be a leader in protecting the environment, even if doing so increases your municipal taxes?



# COVID-19 IMPACT

# Preferred Way of Accessing City Services and Information

## PREFERRED METHOD OF ACCESSING SERVICES AND INFORMATION



Base: All respondents (n=588)  
COVID1, During the COVID-19 pandemic, the City began providing more information and services online. Now that public health restrictions are loosening, what is your preferred way of accessing City services and information, such as making payments, scheduling appointments, and submitting applications?

# **APPENDIX: SAMPLE CHARACTERISTICS**

# **4**

# Sample Characteristics

	Phone Unweighted (n=400)	Phone Weighted (n=400)	Online Unweighted (n=588)
<b>Gender</b>			
Male	45%	48%	37%
Female	54%	51%	57%
Non-binary	0%	0%	<1%
Refused	1%	1%	6%
<b>Age</b>			
18 to 54	24%	63%	54%
55 to 64	23%	18%	22%
65+	53%	18%	24%
Refused	0%	0%	1%
<b>Children in Household</b>			
With children	17%	41%	34%
Without children	83%	59%	65%
Refused	0%	0%	1%

	Phone Unweighted (n=400)	Phone Weighted (n=400)	Online Unweighted (n=588)
<b>Years Living in Port Moody</b>			
10 years or less	15%	19%	46%
11 to 20 years	26%	42%	25%
21+ years	59%	39%	27%
Refused	<1%	0%	2%
Average # of years	26.4	21.1	15.3
<b>Homeownership</b>			
Own	94%	92%	89%
Rent	6%	6%	9%
Refused	1%	2%	1%
<b>Primary Tax/Rent Payer</b>			
Yes	95%	90%	97%
No	5%	9%	1%
Refused	1%	1%	2%

## About Ipsos

---

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP  
**[www.ipsos.com](http://www.ipsos.com)**

## Game Changers

---

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**