

2024 COMMUNITY SATISFACTION SURVEY

Final Report

September 23, 2024



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Community Satisfaction Survey |
September 2024



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01 INTRODUCTION

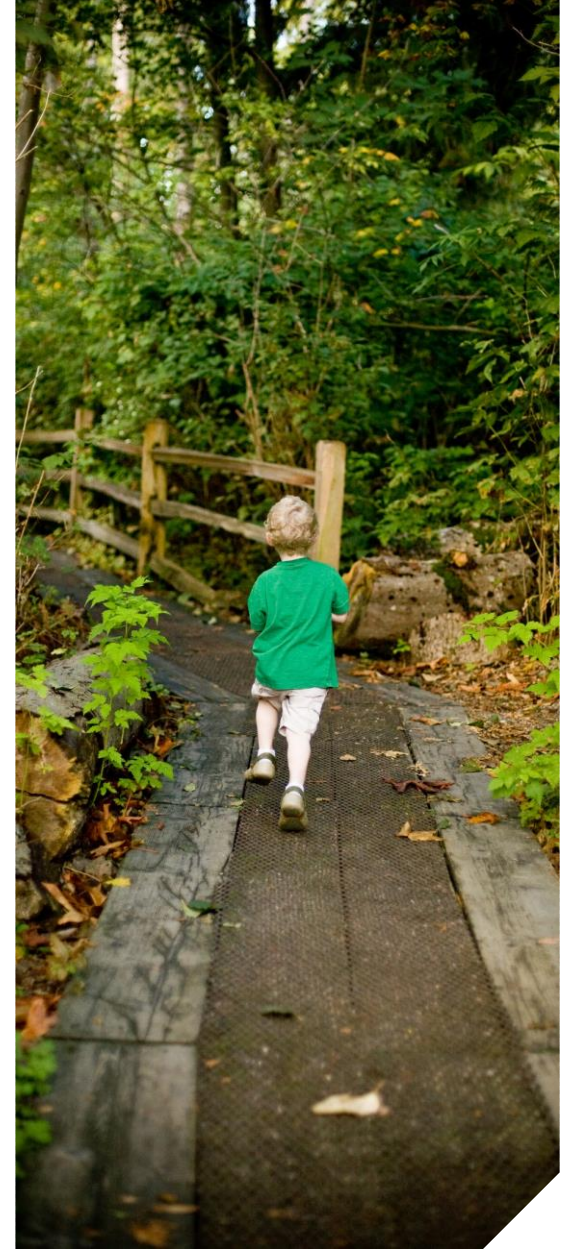
Background and Objectives

This report presents the findings of the City of Port Moody's 2024 Community Satisfaction Survey¹. The City conducts this survey every two years to understand residents' perceptions of City performance, services, and overall quality of life in Port Moody. Insight gained by this research helps guide strategic planning, budgeting, and decision making.

The methodology for the Community Satisfaction Survey has been updated for 2024. Past surveys were conducted using a landline telephone data collection methodology. Recognizing evolving technology and the proliferation of cellphones, this year's survey was conducted online, with households selected at random from a list of all households within Port Moody. This updated approach provides all Port Moody households an equal chance of being included in the research, regardless if they have a listed landline or not.

Due to the change in data collection methodology, this year's results cannot be directly compared to past surveys.

Additional details on this year's methodology can be found on the following page.





Methodology

Invitations to an online survey were mailed to a random sample of 8,000 Port Moody households.

Each invitation included a link to the online survey and a unique code that residents could use to answer the survey securely and anonymously online. To ensure the integrity of the data, each code could only be used to complete the survey a single time.

All respondents were screened to confirm they are 18 years of age or older and live in Port Moody.

Households with members who work for the City (either as staff or an elected official) were excluded from the survey.

A total of 1,118 residents completed the survey. This represents an overall response rate of approximately 14%, which is good for this type of survey.

Fieldwork for the survey was completed between July 19 and August 16, 2024.

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 Census data.

Overall results based on a sample size of 1,118 are accurate to within $\pm 2.9\%$, 19 times out of 20. The margin of error will be larger for any sample subgroups.

Notes to Reader

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.

The survey included a mix of closed-ended and open-ended questions. Responses to open-ended questions have been grouped into common themes (codes), referred to as 'coded open-ends' throughout the report.

02 EXECUTIVE SUMMARY

Executive Summary



QUALITY OF LIFE

- Perceptions of the overall quality of life in Port Moody today are overwhelmingly positive.
- However, many residents feel that the quality of life in Port Moody has worsened over the past three years, citing concerns around growth/development and traffic.



IMPORTANT LOCAL ISSUES

- Transportation is identified as the most important issue facing the community on an unprompted basis.
- Growth/development sits in second.



MUNICIPAL GOVERNANCE, LEADERSHIP, & SERVICES

- More than half of residents say they are satisfied with the City's municipal government overall. Satisfaction is higher for staff than for Council.
 - Just over one-quarter say they are not satisfied with the City's municipal government overall, while nearly one-fifth are unsure how to evaluate their satisfaction, indicating some unfamiliarity with the City's municipal governance and leadership.
- Overall satisfaction with City services is high.
 - Those who are not satisfied most frequently attribute this to a perceived decline in/lack of services.
- Residents are also largely satisfied with specific services provided by the City, with the overall highest satisfaction ratings (90% or more) going to *fire rescue, drinking water and sewers, library, police, and garbage, green waste, recycling, and glass collection*.
- The two least satisfactory services are *land use and community planning* and *traffic management, including construction traffic and traffic signals*, with less than half of residents saying they are satisfied with each of these services.
- Overall perceptions of accessibility and inclusivity are favourable.

Executive Summary



FINANCIAL PLANNING

- Two-thirds of residents say they receive good value for the taxes and utility fees they pay to the City.
- Residents would like to see improvements in recreation services, specifically swimming pools and parks/green space/trails.
- Residents are divided on the approach the City should take to balancing service levels and tax rates.
- Residents suggest a variety of non-taxation revenue generating ideas, with parking meters/paid parking mentioned the most frequently overall.



COMMUNICATION

- Residents are most interested in receiving City information related to community planning/land use/new developments.
- There is wide variation in the usefulness of specific communication methods used by the City. For example:
 - More than 80% say they find *signs in the community* and the *City website* useful.
 - Conversely, less than 50% say they find *the Focus printed newsletter*, *information sessions*, *the City public engagement hub*, and the *solid waste app* useful.
- Most residents use the City's website at least occasionally, with fewer than 10% saying they never use it.
 - Those who use the website say it is useful, both in terms of information and available online services.
 - Most are unable to identify any other types of information or online services they would like to see included.

Executive Summary



ECONOMIC DEVELOPMENT

- Residents suggest a variety of areas the City could invest in to enhance experiences for residents that also boost the local economy.
- The two most frequently mentioned suggestions for fostering a vibrant and prosperous community are more community festivals/events/markets and support for local businesses.



ENVIRONMENT

- Most residents say they are satisfied with the City's efforts to protect the environment and meet climate action goals.
 - Those who are not satisfied most frequently attribute this to concerns regarding overdevelopment/density.

03 DETAILED RESULTS

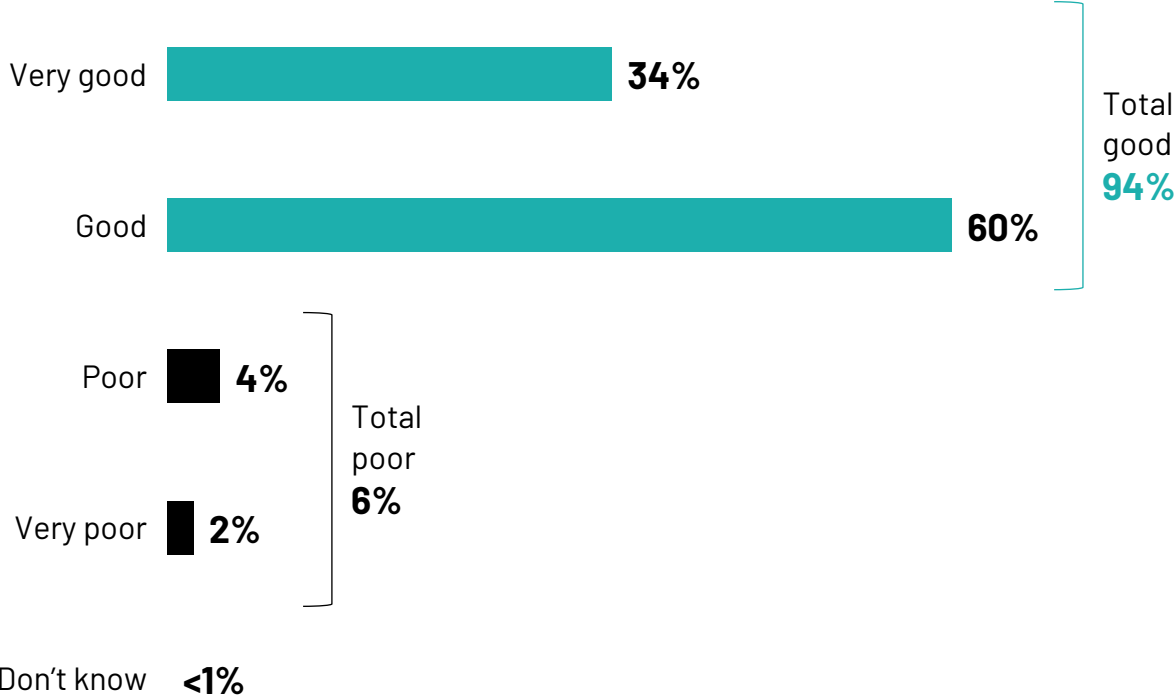


QUALITY OF LIFE

3.1

Overall Quality of Life in Port Moody Today

- Perceptions of the overall quality of life in Port Moody today are overwhelmingly positive.
- In total, 94% of residents rate the quality of life as either 'very good' (34%) or 'good' (60%).
- Total good is higher among younger residents (98% of 18-34 years versus 93% of 35+ years).

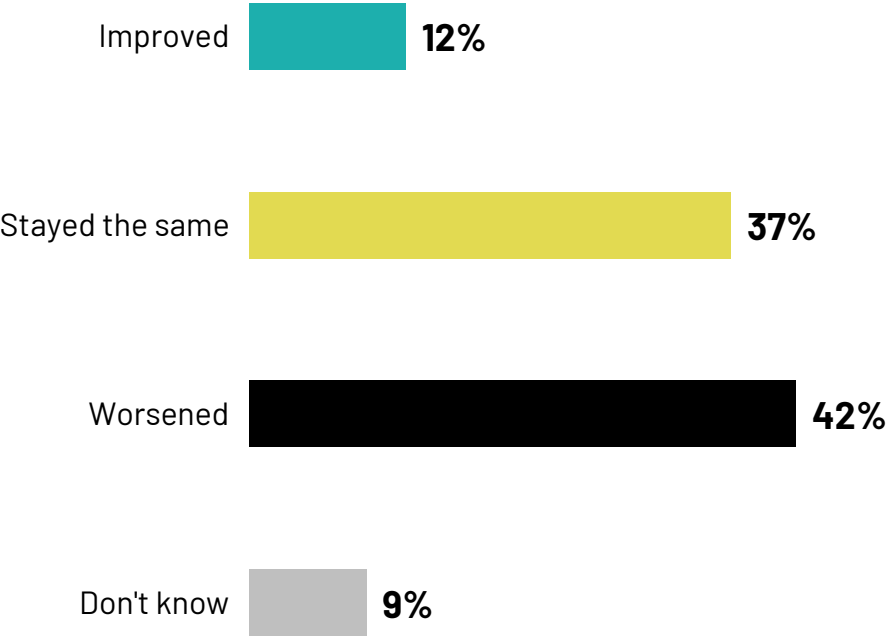


Base: All respondents (n=1,118)
Q2. How would you rate the overall quality of life in Port Moody today? Select one response.



Change in Quality of Life in Past Three Years

- However, many (42%) residents feel that the quality of life in Port Moody has ‘worsened’ over the past three years. Another 37% say it has ‘stayed the same’. Only 12% say ‘improved’.
- Perceptions of a ‘worsened’ quality of life are higher among:
 - Those who are 35+ years of age (46% of 55+ years and 45% of 35-54 years versus 25% of 18-34 years)
 - Those living in single detached houses (54% versus 35% of those living in other types of housing)
 - Homeowners (42% versus 30% renters)
 - Those who have lived in Port Moody for 11+ years (56% of 21+ years and 51% of 11-20 years versus 30% of 10 years or less)



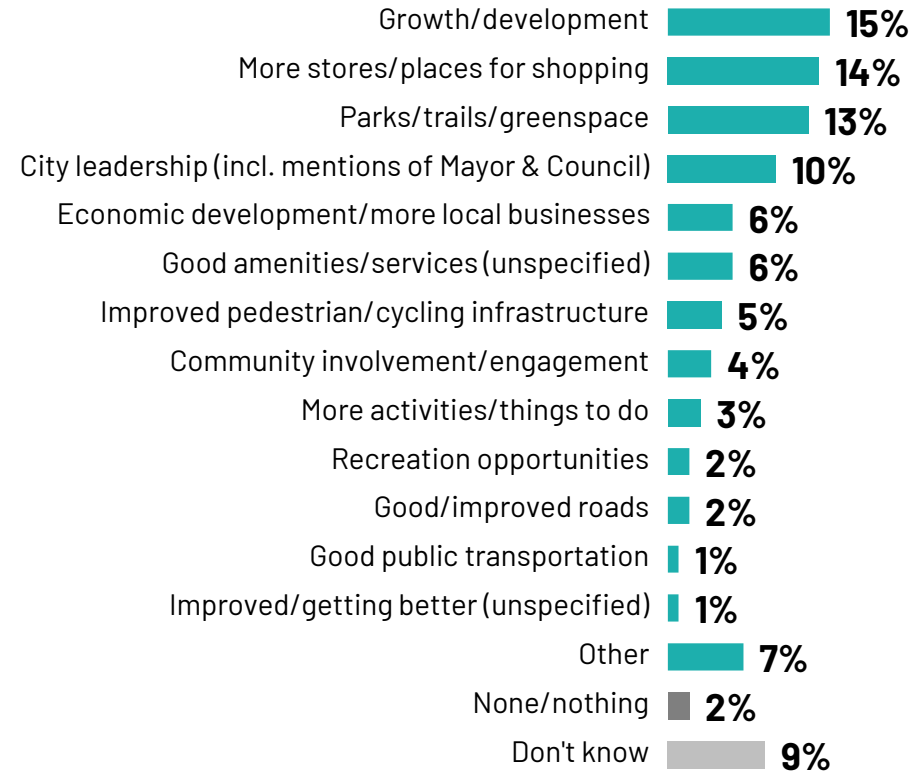
Base: All respondents (n=1,118)
Q3. And, do you feel that the quality of life in Port Moody in the past three years has improved, stayed the same, or worsened? Select one response.



Reasons Quality of Life has Improved

(among those saying improved)(coded open-ends)

- Those saying the quality of life has 'improved' attribute this to a variety of factors.
- The most frequently mentioned responses (coded open-ends) include:
 - "Growth/development" (15%)
 - "More stores/places for shopping" (14%)
 - "Parks/trails/greenspace" (13%)
 - "City leadership (including mentions of Mayor & Council)" (10%)

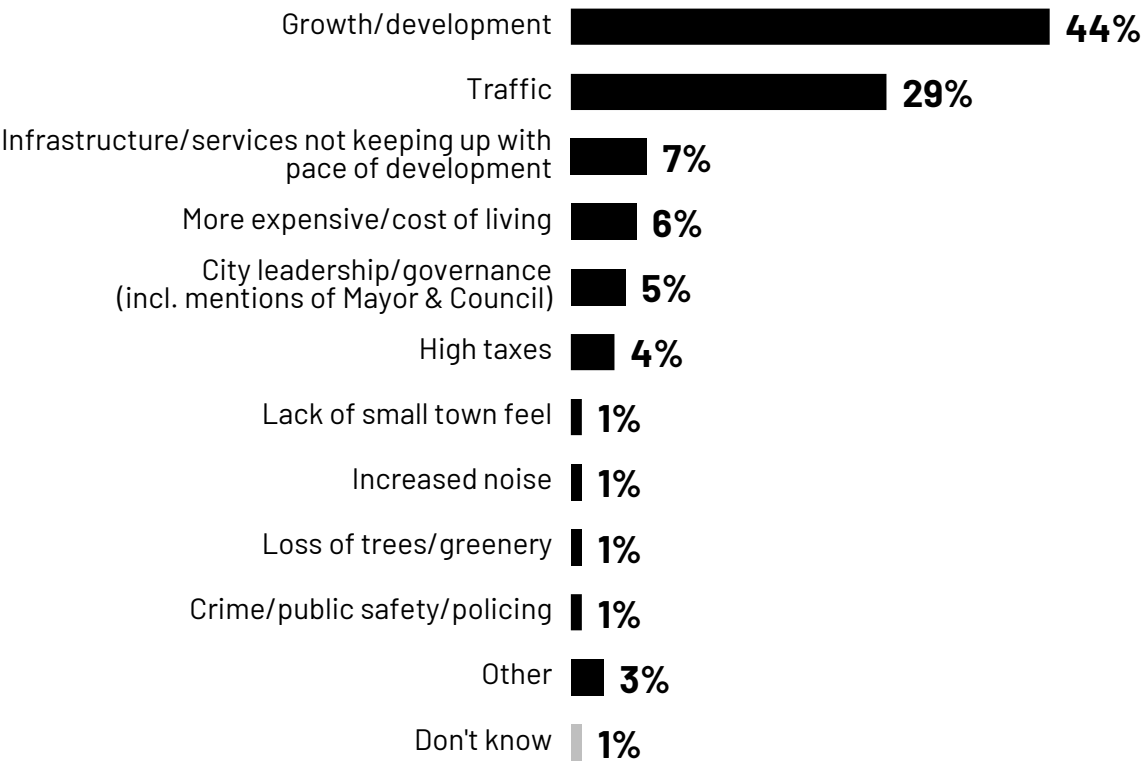


Base: Those saying the quality of life has improved (n=129)
Q4. Why do you think the quality of life has improved? Enter one response.

Reasons Quality of Life has Worsened

(among those saying worsened)(coded open-ends)

- Those saying the quality of life has 'worsened' primarily attribute this to "growth/development" (44% coded open-ends).
- Another 29% mention "traffic".



Base: Those saying the quality of life has worsened (n=497)
Q5. Why do you think the quality of life has worsened? Enter one response.



IMPORTANT LOCAL ISSUES

3.2

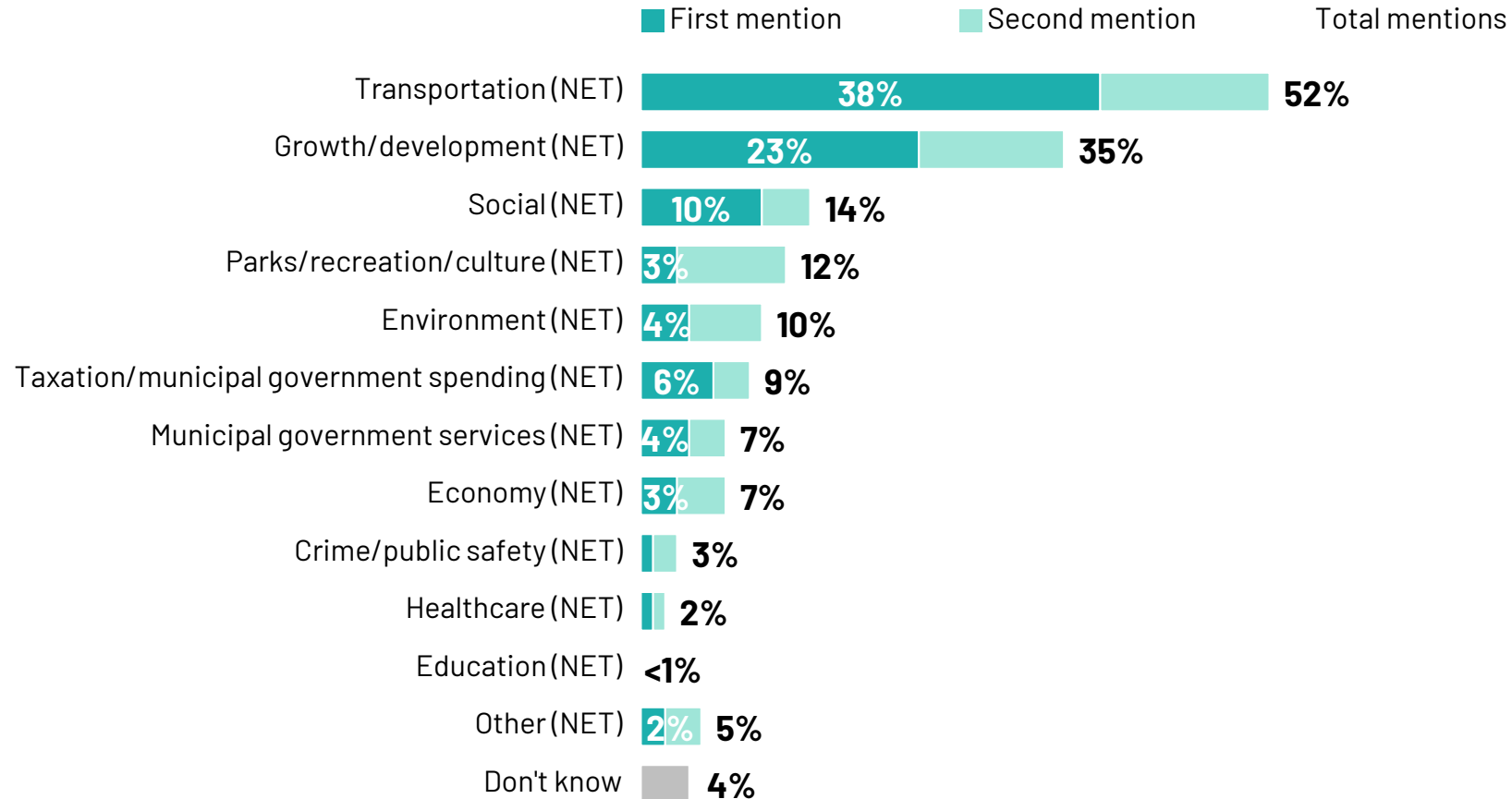
Important Local Issues

(coded open-ends, multiple mentions allowed)

- On an unprompted basis, more than half (52%) of residents identify **transportation** as an important issue facing the community.
 - “Traffic congestion” is the number one transportation issue (39%).
 - Less frequently mentioned are “roads/condition of roads” (4%), “parking” (4%), “pedestrian/bike paths” (3%), “public transit” (2%), “transportation (general)” (2%), and “road/pedestrian/bike safety” (2%).
- **Growth/development** sits in second, garnering 35% of mentions.
 - Growth/development includes mentions of “pace of development/growing too fast” (15%), “housing density/too many high rises” (9%), “impact of growth/development on services/infrastructure/livability” (5%), “growth/development (general)” (4%), “impact of growth on neighbourhood character” (1%), “land development/use” (1%), and “other growth/development mentions” (1%).
- All other issues are mentioned less frequently. Rounding out the top five are:
 - **Social issues** (14%, including 11% mentioning “housing/lack of affordable housing”)
 - **Parks/recreation/culture** (12%)
 - **Environment** (10%)
- Demographic highlights include:
 - While **transportation** is the number one issue among both homeowners and renters, mentions are higher among homeowners (54% versus 40% of renters).
 - Mentions of **growth/development** are higher among women (40% versus 30% of men), those living in single detached houses (40% versus 33% of those living in other types of housing), homeowners (37% versus 22% of renters), and those who have lived in Port Moody for 11+ years (42% of 21+ years and 39% of 11-20 years versus 29% of 10 years or less).
 - Conversely, mentions of **social issues** are higher among those not living in single detached houses (17% versus 8% of those living in single detached houses), renters (30% versus 12% of homeowners), and those who have lived in Port Moody for 10 years or less (18% versus 10% of 11+ years).
 - Mentions of **parks/recreation/culture** are higher among those aged 35-54 years (17% versus 9% of both 18-34 years and 55+ years), those living in households with children under the age of 18 (18% versus 9% of those without children at home), and those who have lived in Port Moody for 20 years or less (14% of 11-20 years and 13% of 10 years or less versus 8% of 21+ years).
 - Mentions of the **environment** are higher among renters (15% versus 9% of homeowners) and those who have lived in Port Moody for 20 years or less (12% of 10 years or less and 10% of 11-20 years versus 5% of 21+ years).

Important Local Issues

(coded open-ends, multiple mentions allowed)



A "NET" is a combination of two or more mentions that cover a specific theme.

Base: All respondents (n=1,118)

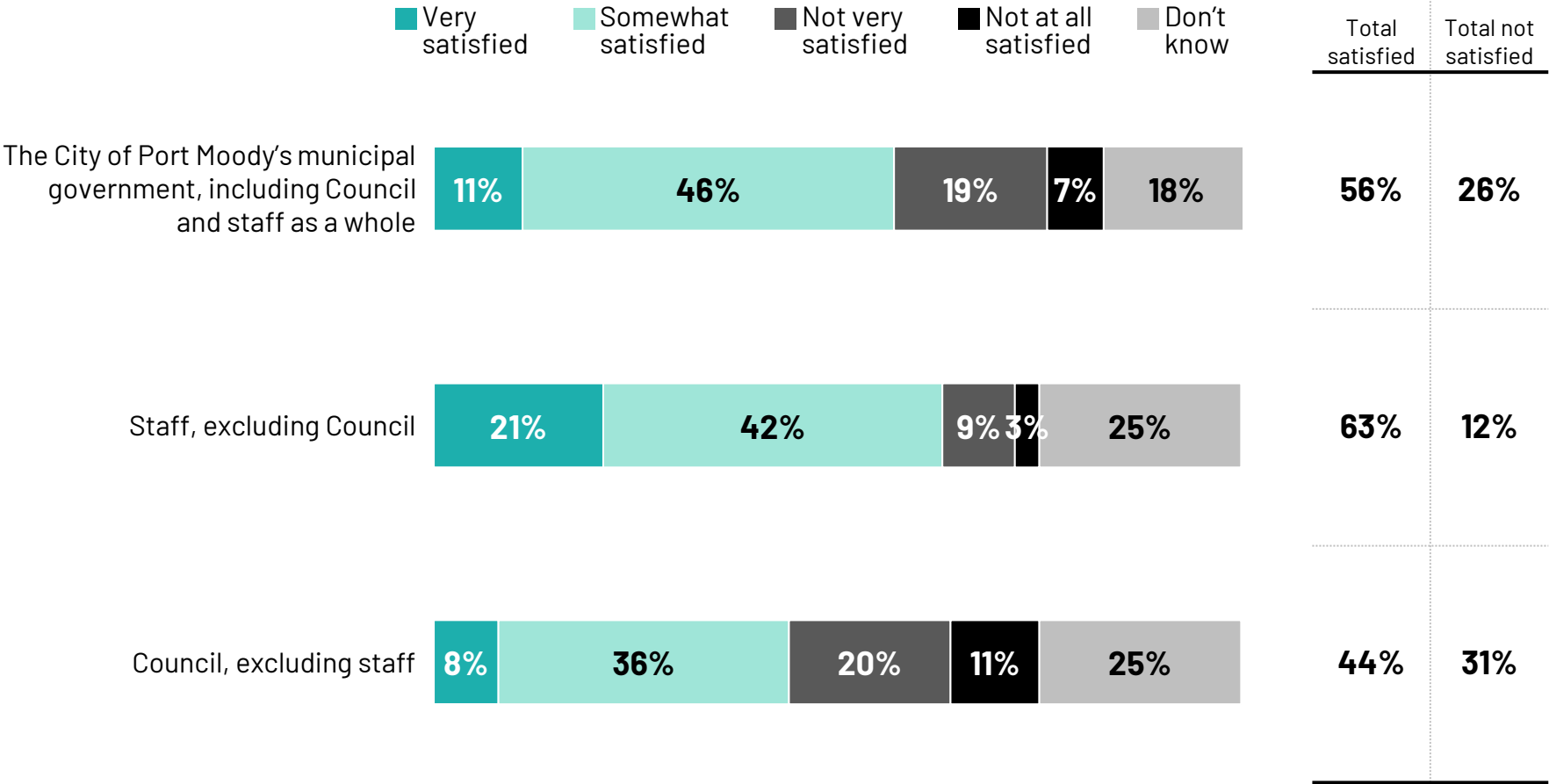
Q1. In your view, as a resident of Port Moody, what are the most important issues facing your community or the issues you feel should receive the greatest attention from your local leaders? Enter up to two responses.

MUNICIPAL GOVERNANCE, LEADERSHIP, AND SERVICES

3.3

Satisfaction with Municipal Governance and Leadership

- Overall, 56% of residents say they are satisfied with how **the City’s municipal government, including Council and staff as a whole**, is running the community.
- Satisfaction is higher for **staff** (63%) than for **Council** (44%).
- Notably, a relatively large proportion of residents say they ‘don’t know’ how to evaluate their satisfaction, indicating a general lack of familiarity with the City’s municipal governance and leadership.
- Satisfaction is higher among:
 - Older residents (55+ years of age)
 - Homeowners

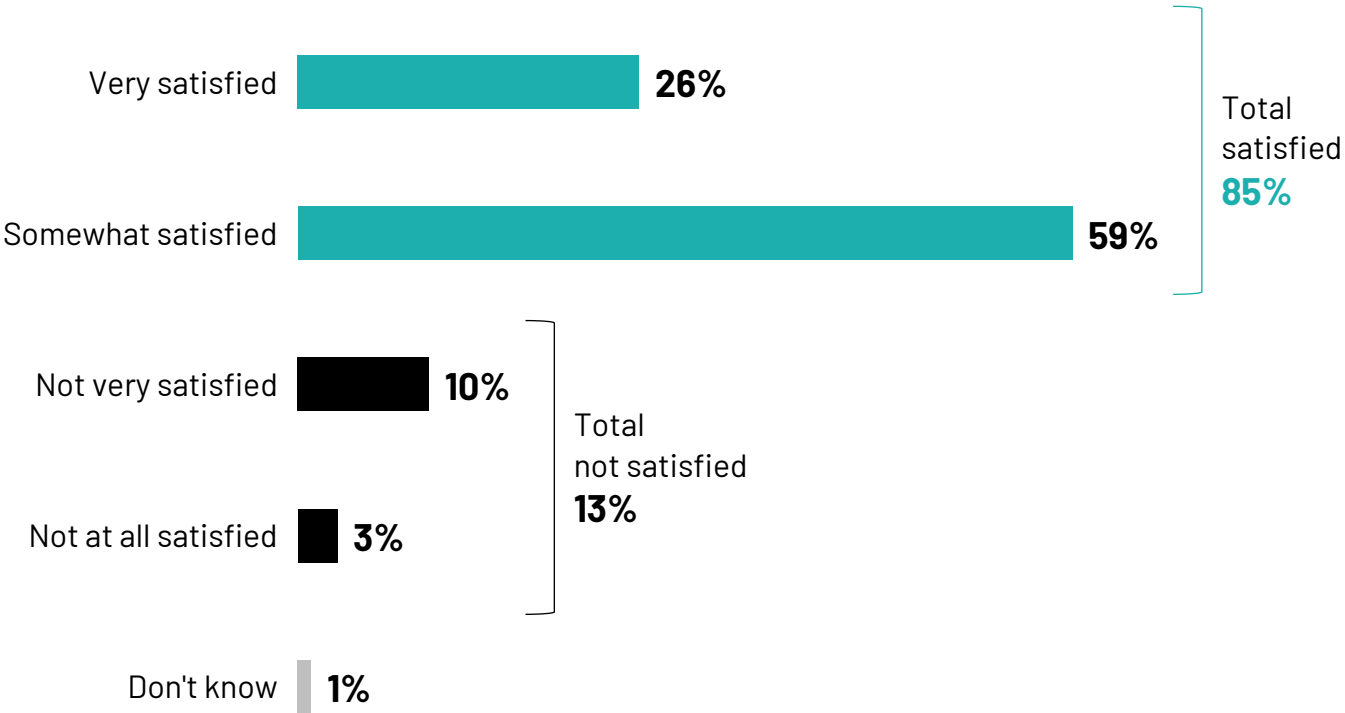


Base: All respondents (n=1,118)
Q6. Municipal governments include elected officials who form your City Council, as well as City staff. Taking everything into account, how satisfied are you with how your community is being run by each of the following? Select one response per item.



Overall Satisfaction with City Services

- Overall satisfaction with City services is high.
- In total, 85% of residents say they are satisfied with the overall level and quality of services provided by the City (26% 'very satisfied', 59% 'somewhat satisfied').
- Total satisfied is higher among younger residents (93% of 18-34 years versus 82% of 35-54 years, 84% of 55+ years).



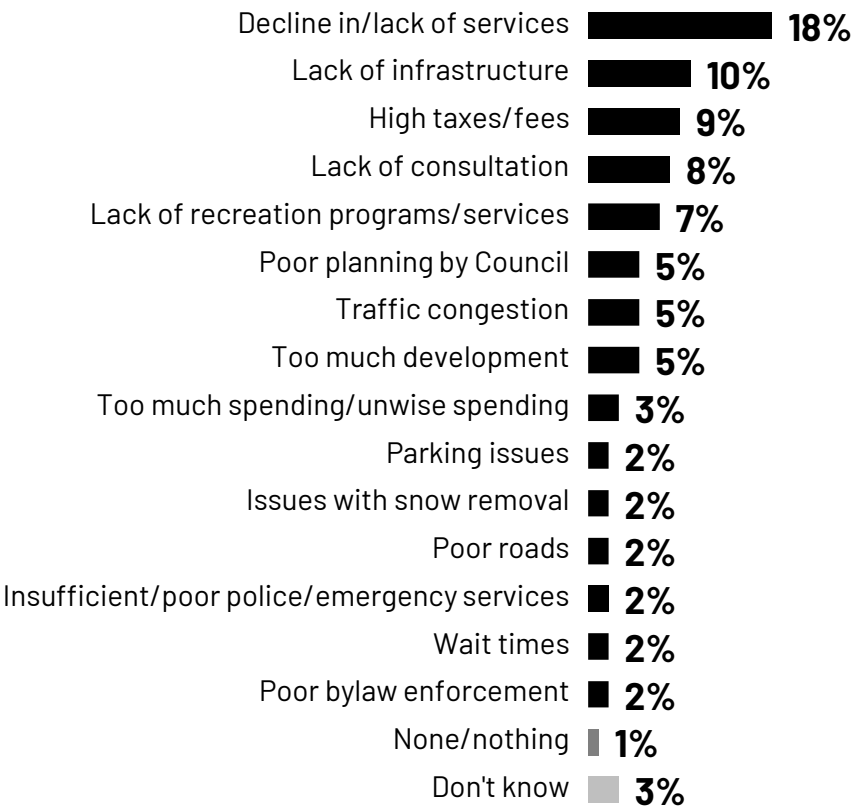
Base: All respondents (n=1,118)
Q7a. How satisfied are you with the overall level and quality of services provided by the City of Port Moody? Select one response.



Reasons why Not Satisfied with City Services

(among those saying not satisfied)(coded open-ends)

- Those saying they are not satisfied with the City’s overall services most frequently attribute this to a perceived “decline in/lack of services” (18% coded open-ends).
- Other reasons include:
 - “Lack of infrastructure” (10%)
 - “High taxes/fees” (9%)
 - “Lack of consultation” (8%)
 - “Lack of recreation programs/ services” (7%)



Mentions <2% not shown.
Base: Those saying they are not satisfied with the overall level and quality of City services (n=163)
Q7b. Why are you not satisfied with the overall level and quality of services provided by the City of Port Moody? Enter one response.



Satisfaction with Specific City Service Areas and Infrastructure

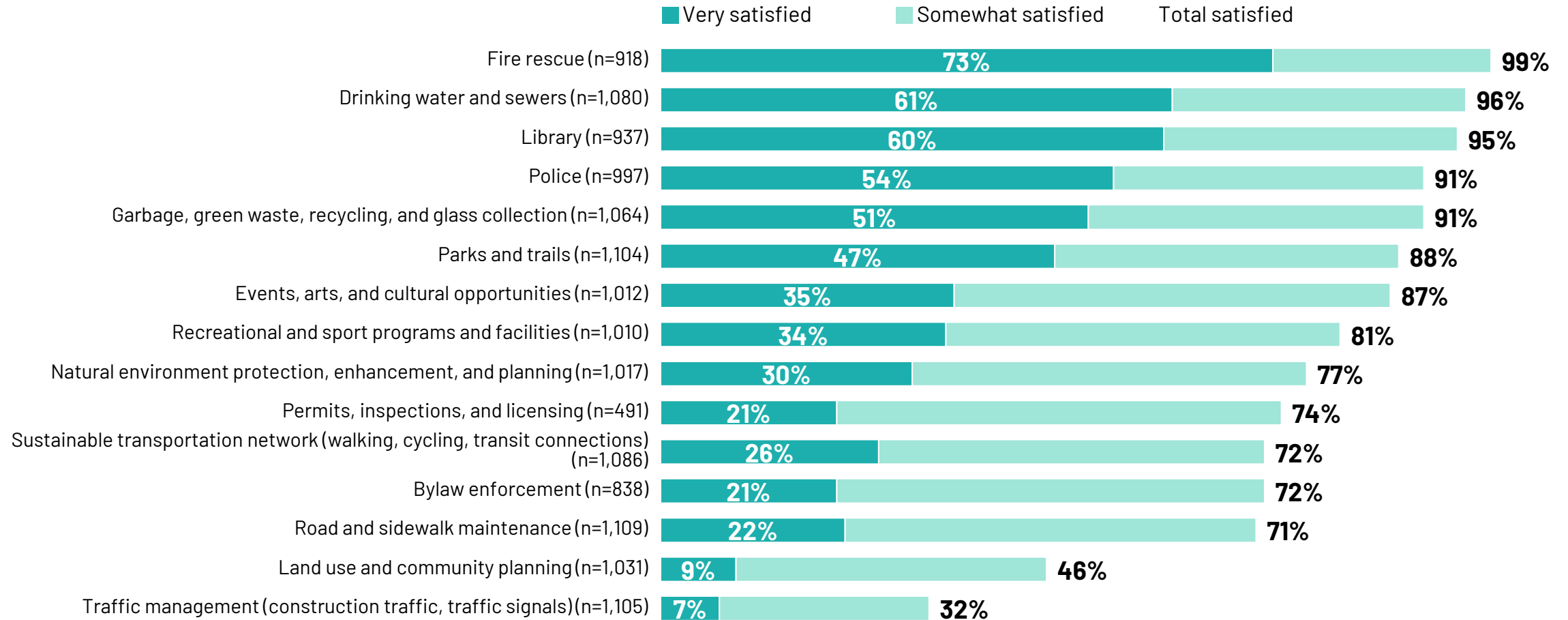
(excludes those saying don't know)¹

- Residents are largely satisfied with specific service areas and infrastructure provided by the City.
- Services receiving the overall highest satisfaction ratings (90% or more) are **fire rescue** (99%), **drinking water and sewers** (96%), **library** (95%), **police** (91%), and **garbage, green waste, recycling, and glass collection** (91%).
- Strong satisfaction ratings (70% or more) are also seen for:
 - **Parks and trails** (88%)
 - **Events, arts, and cultural opportunities** (87%)
 - **Recreational and sport programs and facilities** (81%)
 - **Natural environment protection, enhancement, and planning** (77%)
 - **Permits, inspections, and licensing** (74%)
 - **Sustainable transportation network including walking, cycling, and transit connections** (72%)
 - **Bylaw enforcement** (72%)
 - **Road and sidewalk maintenance** (71%)
- The two least satisfactory services are **land use and community planning** (46%) and **traffic management, including construction traffic and traffic signals** (32%), with less than half of residents saying they are satisfied with each of these services.

¹While residents are generally able to evaluate their satisfaction with most services, there are some services where a relatively large proportion of residents say 'don't know' (for example, 55% say they 'don't know' how to evaluate permits, inspections, and licensing, likely due to a lack of experience with this service). To provide the most accurate understanding of satisfaction and comparisons between services, these 'don't know' responses are excluded from the analysis.

Satisfaction with Specific City Service Areas and Infrastructure

(excludes those saying don't know)



Base: Excludes those saying 'don't know' (n=varies)

Q7. How satisfied are you with the following service areas and infrastructure provided by the City of Port Moody? Select one response per item.

Satisfaction with Specific City Service Areas and Infrastructure – by Gender, Age, Housing Tenure, Number of Years in Port Moody (page 1 of 2)

(excludes those saying don't know)

- Satisfaction with specific City service areas and infrastructure varies by gender, age, housing tenure, and number of years living in Port Moody. Statistically significant differences are highlighted below.

TOTAL SATISFIED											
Base:	TOTAL varies	GENDER		AGE			HOUSING TENURE		NUMBER OF YEARS IN PORT MOODY		
		Male varies	Female varies	18-34 varies	35-54 varies	55+ varies	Own varies	Rent varies	10 Years or Less varies	11-20 Years varies	21+ Years varies
Fire rescue	99%	98%	99%	99%	99%	98%	99%	98%	99%	99%	98%
Drinking water and sewers	96%	96%	97%	95%	96%	97%	97%	89%	95%	98%	97%
Library	95%	95%	96%	96%	94%	96%	96%	90%	95%	94%	98%
Police	91%	90%	95%	85%	93%	94%	93%	82%	90%	91%	95%
Garbage, green waste, recycling, and glass collection	91%	91%	93%	91%	91%	92%	92%	89%	91%	94%	90%
Parks and trails	88%	87%	88%	91%	84%	90%	88%	85%	89%	87%	85%
Events, arts, and cultural opportunities	87%	87%	88%	90%	83%	91%	88%	84%	85%	89%	91%
Recreational and sport programs and facilities	81%	81%	81%	85%	76%	83%	81%	81%	79%	81%	83%

Base: Excludes those saying 'don't know' (n=varies)

Q7. How satisfied are you with the following service areas and infrastructure provided by the City of Port Moody? Select one response per item.

 = Statistically higher

 = Statistically lower



Satisfaction with Specific City Service Areas and Infrastructure – by Gender, Age, Housing Tenure, Number of Years in Port Moody (page 2 of 2)

(excludes those saying don't know)

- Satisfaction with specific City service areas and infrastructure varies by gender, age, housing tenure, and number of years living in Port Moody. Statistically significant differences are highlighted below.

TOTAL SATISFIED											
Base:	TOTAL varies	GENDER		AGE			HOUSING TENURE		NUMBER OF YEARS IN PORT MOODY		
		Male varies	Female varies	18-34 varies	35-54 varies	55+ varies	Own varies	Rent varies	10 Years or Less varies	11-20 Years varies	21+ Years varies
Natural environment protection, enhancement, and planning	77%	81%	74%	86%	73%	76%	77%	80%	80%	75%	71%
Permits, inspections, and licensing	74%	74%	76%	76%	69%	78%	76%	71%	77%	71%	74%
Sustainable transportation network	72%	71%	74%	73%	71%	74%	71%	80%	74%	76%	65%
Bylaw enforcement	72%	74%	74%	74%	72%	72%	73%	71%	74%	72%	68%
Road and sidewalk maintenance	71%	69%	74%	76%	70%	70%	72%	69%	75%	68%	67%
Land use and community planning	46%	52%	42%	58%	40%	45%	46%	47%	51%	44%	38%
Traffic management	32%	34%	31%	33%	26%	37%	32%	32%	34%	30%	29%

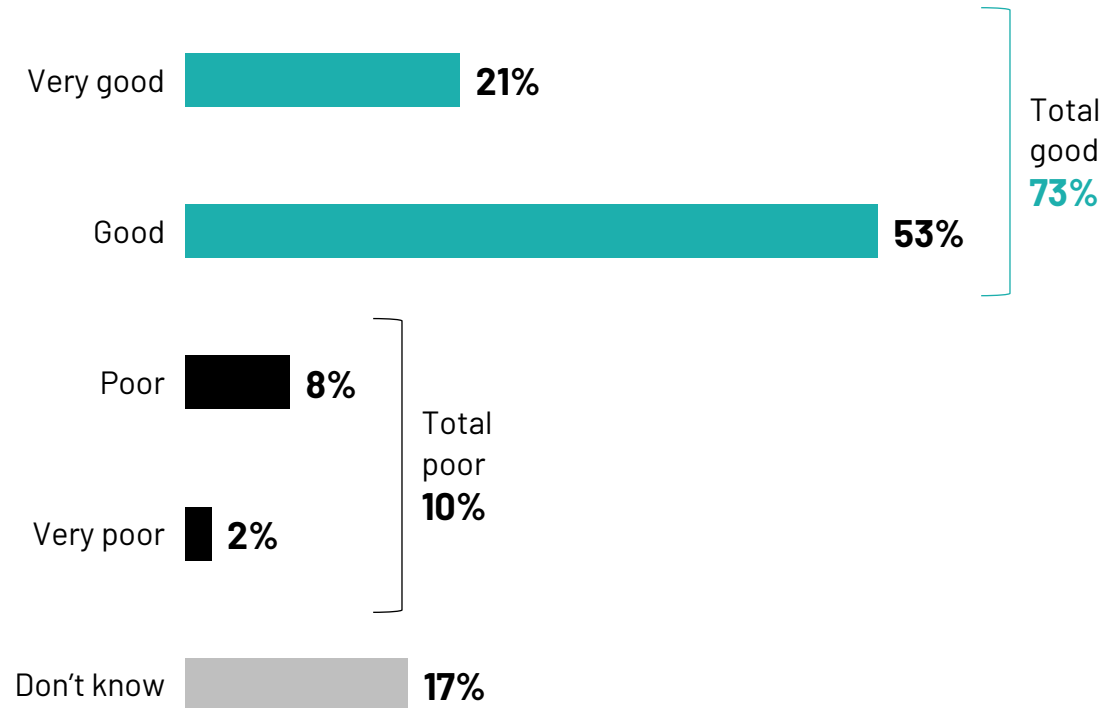
Base: Excludes those saying 'don't know' (n=varies)
Q7. How satisfied are you with the following service areas and infrastructure provided by the City of Port Moody? Select one response per item.

 = Statistically higher
 = Statistically lower



Accessibility and Inclusivity

- Overall perceptions of accessibility and inclusivity are favourable.
- In total, 73% residents say the City is doing a 'very good' (21%) or 'good' (53%) job in providing programs, services, and facilities that are accessible and inclusive for all.
- One-in-ten (10%) say the City is doing a poor job in this regard.
- The remainder (17%) say 'don't know', indicating they may not have sufficient experience or familiarity with the City's efforts in this area to provide an informed assessment.



Base: All respondents (n=1,118)

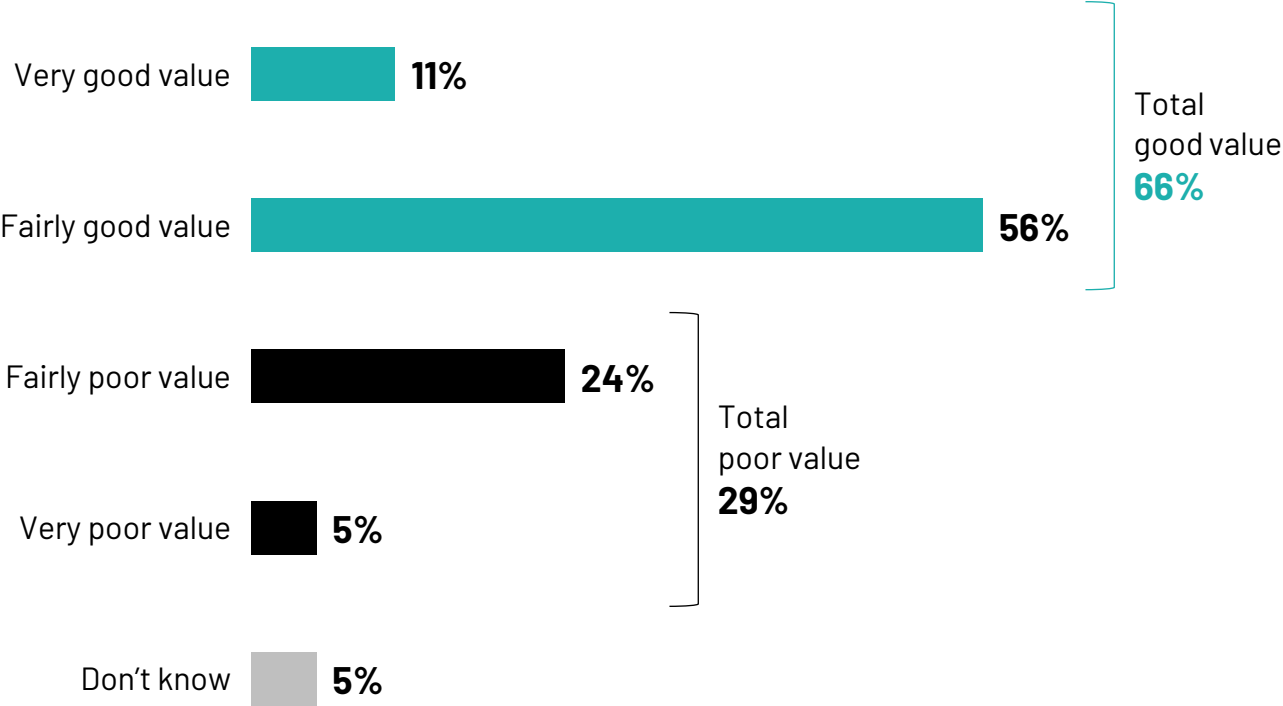
Q7c. Overall, how good of a job do you think the City is doing in providing programs, services, and facilities that are accessible and inclusive for all? Select one response.

FINANCIAL PLANNING

3.4

Value for Taxes and Utility Fees

- A majority (66%) of residents say they receive good value for their taxes and utility fees overall (11% 'very good value', 56% 'somewhat good value').
- However, nearly three-in-ten (29%) rate this poorly.
- Total poor value is higher among:
 - Men (33% versus 23% of women)
 - Those living in single detached houses (37% versus 23% of those living in other types of housing)
 - Homeowners (30% versus 20% of renters)



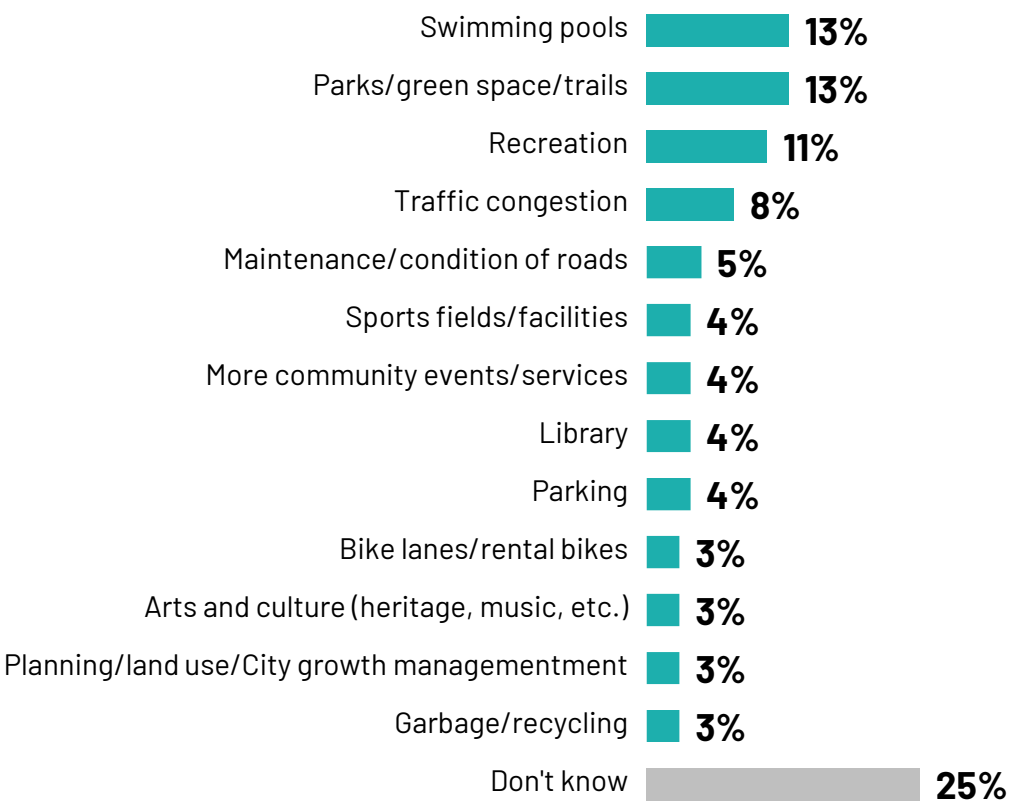
Base: All respondents (n=1,118)
Q8. Thinking about all the services, programs, and facilities provided by the City of Port Moody, would you say that overall you get good value or poor value for the taxes and utility fees you pay? Select one response.



Suggestions for Service, Program, and Facility Improvements

(coded open-ends, multiple responses allowed)

- On an unprompted basis, the three most frequently mentioned suggestions for service, program, and facility improvements are all recreation-related, and include:
 - “Swimming pools”(13%)
 - “Parks/green space/trails”(13%)
 - “Recreation”(11%)
- Transportation is also a common theme, with 8% mentioning “traffic congestion” and 5% mentioning “maintenance/condition of roads”.
- One-quarter (25%) are unable to identify any specific City services, programs, and facilities they would like to see improved.

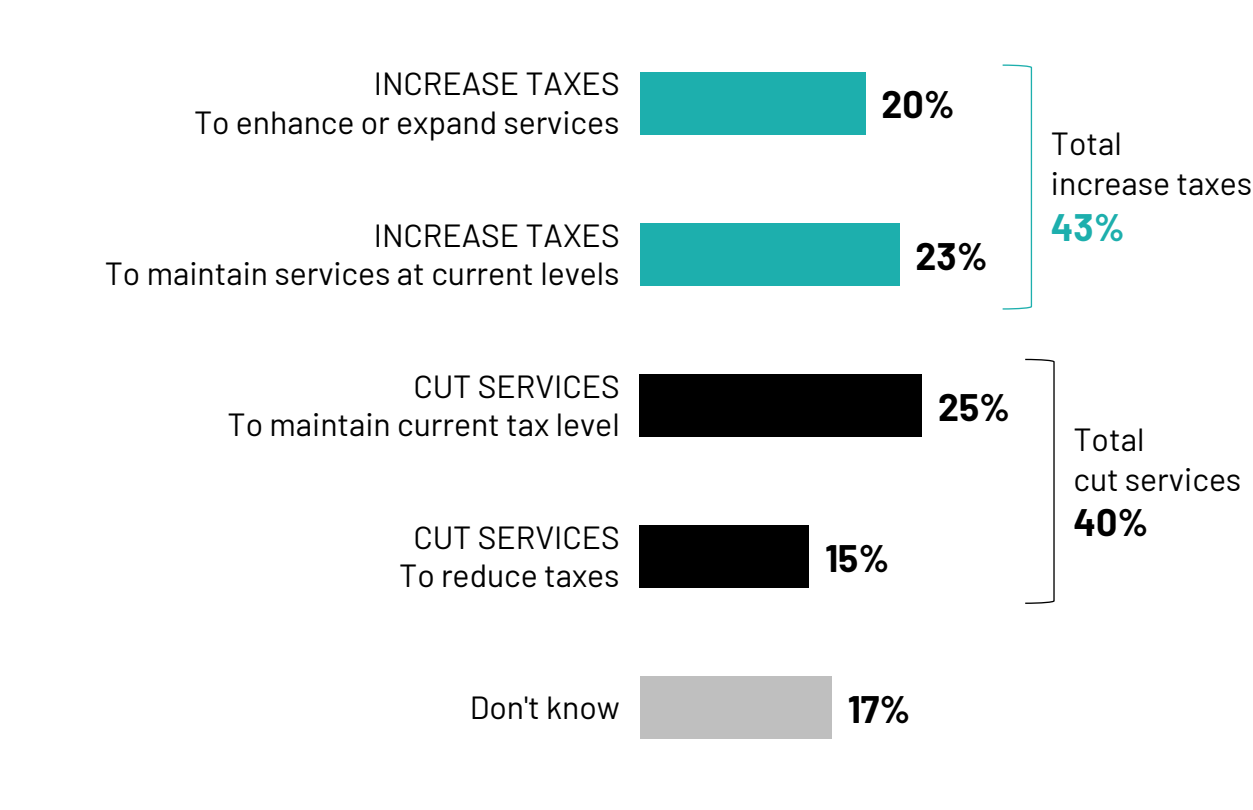


Mentions <3% not shown.
Base: All respondents (n=1,118)
Q8b. What, if any, City services, programs, and facilities would you most like to see improved? Enter up to two responses.



Balancing Service Levels and Tax Rates

- Residents are divided on the approach the City should take to balancing service levels and tax rates.
- In total, 43% say the City should increase taxes while 40% would prefer to see service cuts.
- The remaining 17% of residents are unsure which approach they would like the City to pursue.



Base: All respondents (n=1,118)
Q9. The City of Port Moody covers the cost of the services and infrastructure it provides primarily through the collection of municipal property taxes, and costs are increasing. To deal with this situation, the City must find the right balance between service levels and tax rates. In general, how do you think the City should balance service levels and tax rates? Select one response.



Balancing Service Levels and Tax Rates – by Gender, Age, Housing Type, Housing Tenure, Number of Years in Port Moody

- Attitudes towards balancing service levels and tax rates vary by key demographic segments. Specifically:
 - A preference for tax increases is higher among younger residents (18-34 years), those not living in single detached houses, renters, and those who have lived in Port Moody for 10 years or less.
 - Conversely, a preference for service cuts is higher among men, those living in single detached houses, homeowners, and those who have lived in Port Moody for 11+ years.

	TOTAL	GENDER		AGE			HOUSING TYPE		HOUSING TENURE		NUMBER OF YEARS IN PORT MOODY		
		Male	Female	18-34	35-54	55+	Single detached	Other	Own	Rent	10 Years or Less	11-20 Years	21+ Years
Base:	1,118	503	511	110	487	488	416	669	957	123	500	281	310
Total increase taxes	43%	44%	44%	53%	40%	41%	29%	52%	42%	54%	50%	37%	36%
Total cut services	40%	44%	36%	37%	42%	41%	49%	35%	42%	23%	35%	45%	47%

Base: All respondents (n=1,118)

Q9. The City of Port Moody covers the cost of the services and infrastructure it provides primarily through the collection of municipal property taxes, and costs are increasing. To deal with this situation, the City must find the right balance between service levels and tax rates. In general, how do you think the City should balance service levels and tax rates? Select one response.

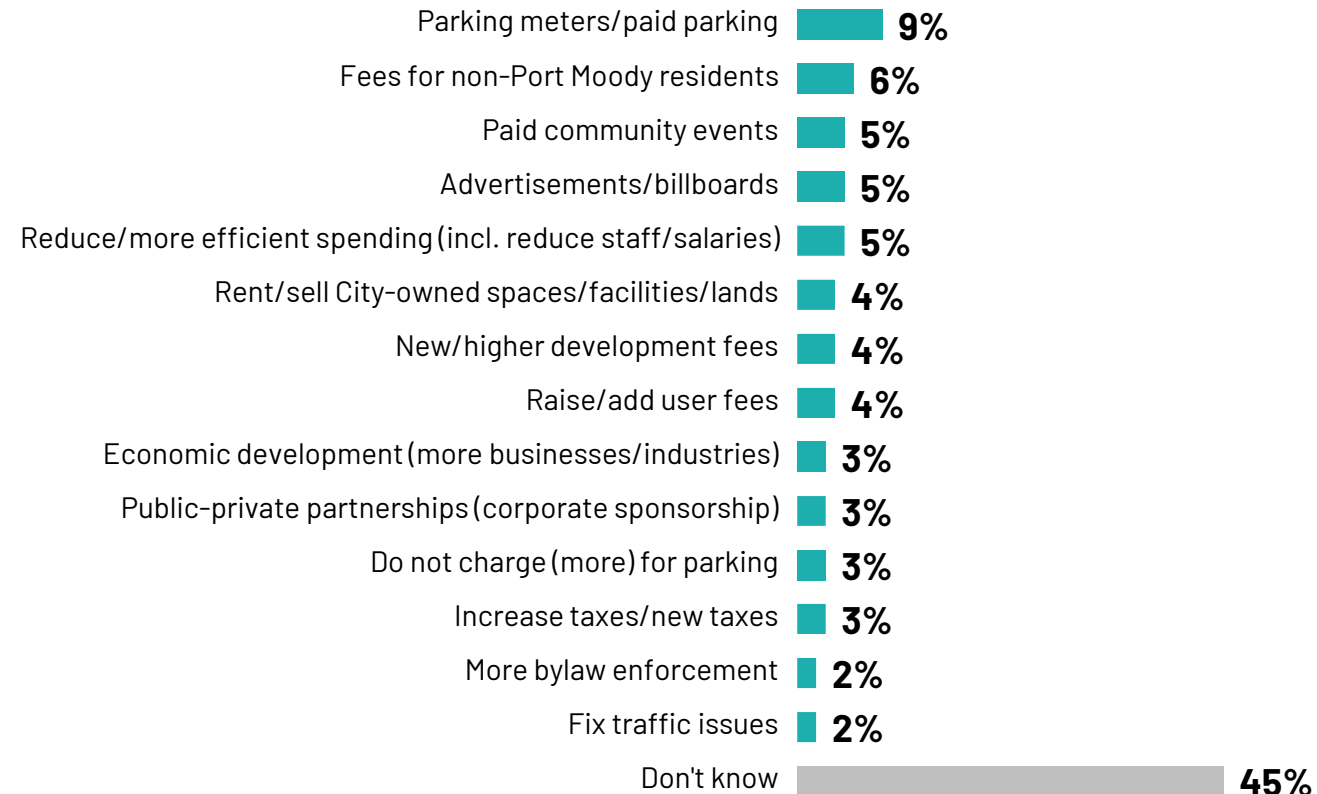
 = Statistically higher

 = Statistically lower

Suggestions for Non-Taxation Revenue Generating Ideas

(coded open-ends, multiple responses allowed)

- Residents suggest a variety of non-taxation revenue generating ideas.
- The most frequently mentioned is “parking meters/paid parking” (9% coded open-ends).
- Other leading suggestions include:
 - “Fees for non-Port Moody residents” (6%)
 - “Paid community events” (5%)
 - “Advertisements/billboards” (5%)
 - “Reduce/more efficient spending (including reduce staff/salaries)” (5%)
- More than four-in-ten (45%) decline to offer any specific suggestions.



Mentions <2% not shown.

Base: All respondents (n=1,118)

Q10. The City also explores and benefits from non-taxation revenue generating options like pay parking and digital billboards. What suggestions, if any, do you have for other non-taxation revenue generating ideas that you would like City Council to consider? Enter up to two responses.

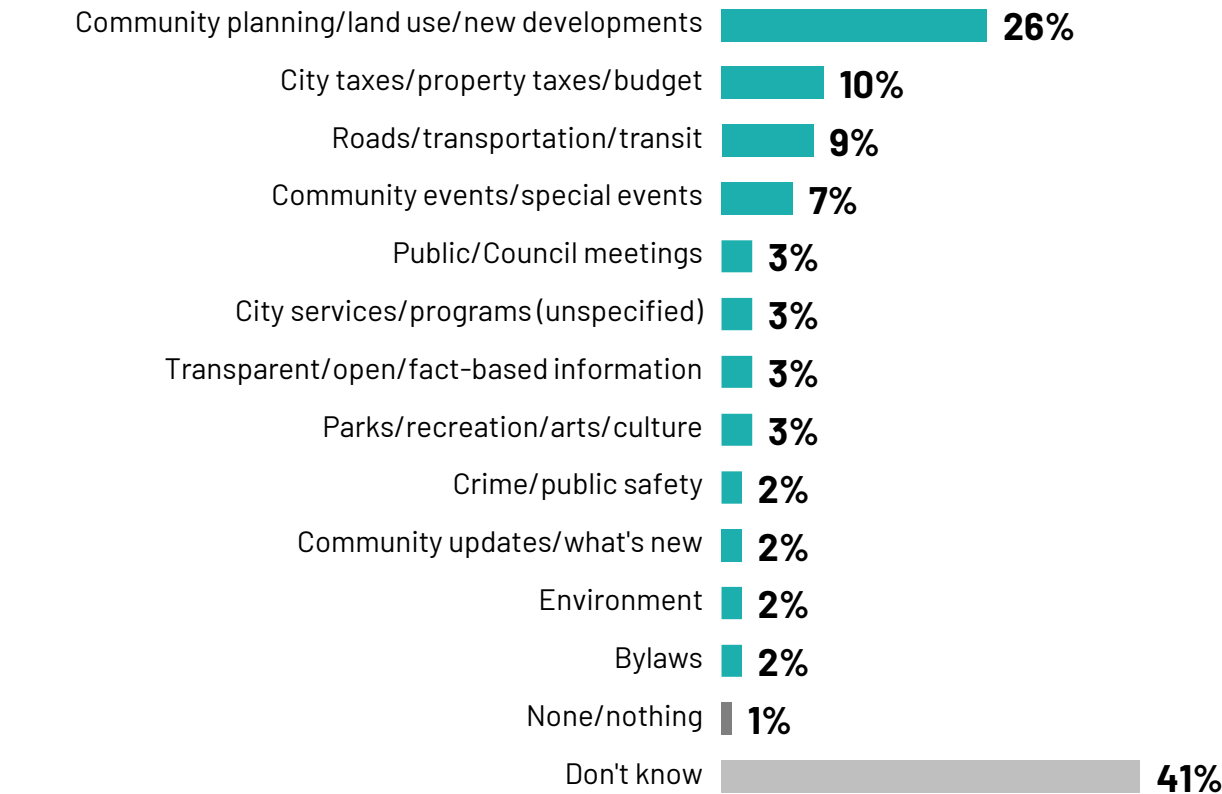
COMMUNICATION

3.5

Information Needs

(coded open-ends, multiple responses allowed)

- Residents are most interested in receiving City information related to “community planning/land use/new developments” (26% coded open-ends).
- Other requested types of information include:
 - “City taxes/property taxes/budget” (10%)
 - “Roads/transportation/transit” (9%)
 - “Community events/special events” (7%)
- More than four-in-ten (42%) are unable to think of any specific types of information they are interested in receiving from the City (includes 1% “none/nothing” and 41% “don’t know”).

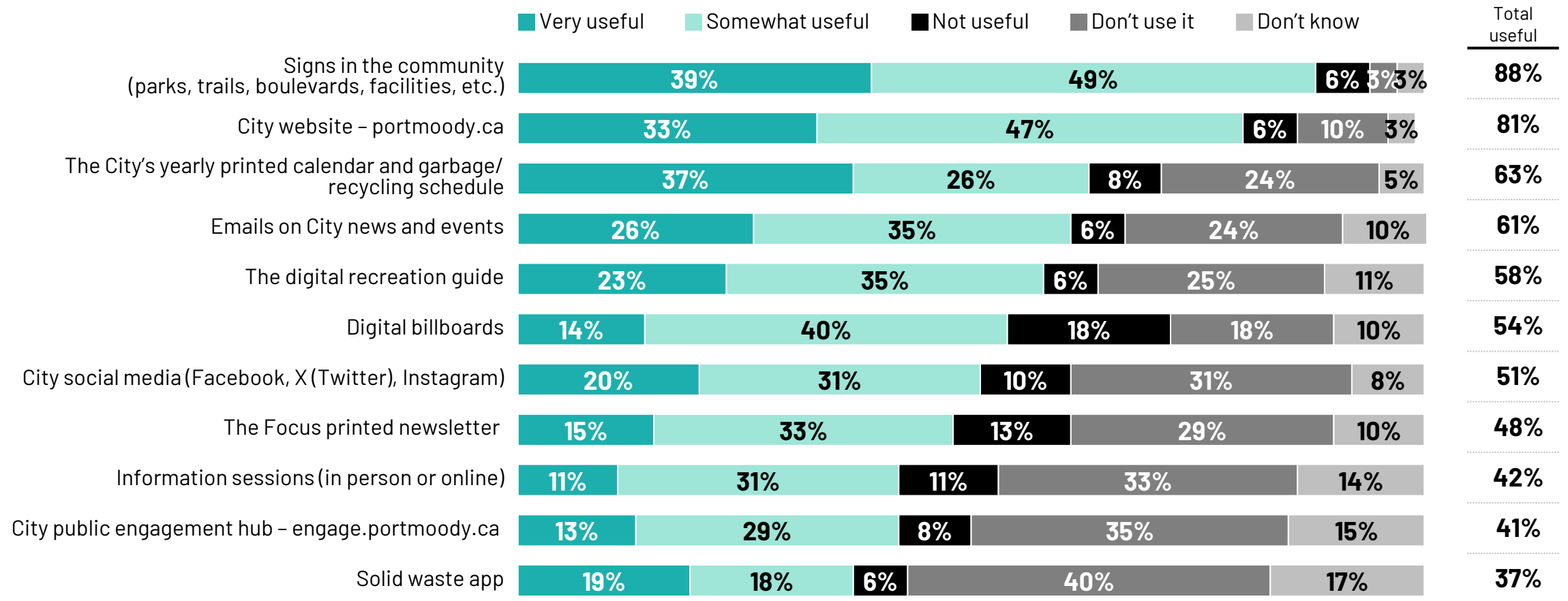


Mentions <2% not shown.
Base: All respondents (n=1,118)
Q13. Thinking about your information needs, what are the top two types of information you want the City of Port Moody to provide you with? Enter up to two responses.

Usefulness of City Communication Methods

- There is wide variation in the usefulness of specific communication methods used by the City.
- Overall, residents say the two most useful communication methods are **signs in the community (parks, trails, boulevards, facilities, etc.)** (88%) and **City website – portmoody.ca** (81%).
- A majority of residents also say the following communication methods are useful:
 - **The City’s yearly printed calendar and garbage/recycling schedule** (63%)
 - **Emails on City news and events** (61%)
 - **The digital recreation guide** (58%)
 - **Digital billboards** (54%)
 - **City social media including Facebook, X (Twitter), Instagram** (51%)
- Fewer (less than half) say the following communication methods are useful:
 - **The Focus printed newsletter** (48%)
 - **Information sessions (in person or online)** (42%)
 - **City public engagement hub – engage.portmoody.ca** (41%)
 - **Solid waste app** (37%)

Usefulness of City Communication Methods



Base: All respondents (n=1,118)

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 communication methods used by the City? Select one response per item.

Usefulness of City Communication Methods – by Age

- The usefulness of City communication methods varies by age. Statistically significant differences are highlighted below.

TOTAL USEFUL				
	TOTAL	AGE		
		18-34	35-54	55+
Base:	1,118	110	487	488
Signs in the community (parks, trails, boulevards, facilities, etc.)	88%	93%	86%	86%
City website – portmoody.ca	81%	80%	81%	81%
The City's yearly printed calendar and garbage/recycling schedule	63%	49%	58%	77%
Emails on City news and events	61%	56%	61%	65%
The digital recreation guide	58%	50%	66%	56%
Digital billboards	54%	51%	53%	57%
City social media (Facebook, X(Twitter), Instagram)	51%	58%	60%	38%
The Focus printed newsletter	48%	30%	41%	65%
Information sessions (in person or online)	42%	31%	39%	52%
City public engagement hub – engage.portmoody.ca	41%	37%	41%	45%
Solid waste app	37%	23%	42%	41%

Base: All respondents (n=1,118)

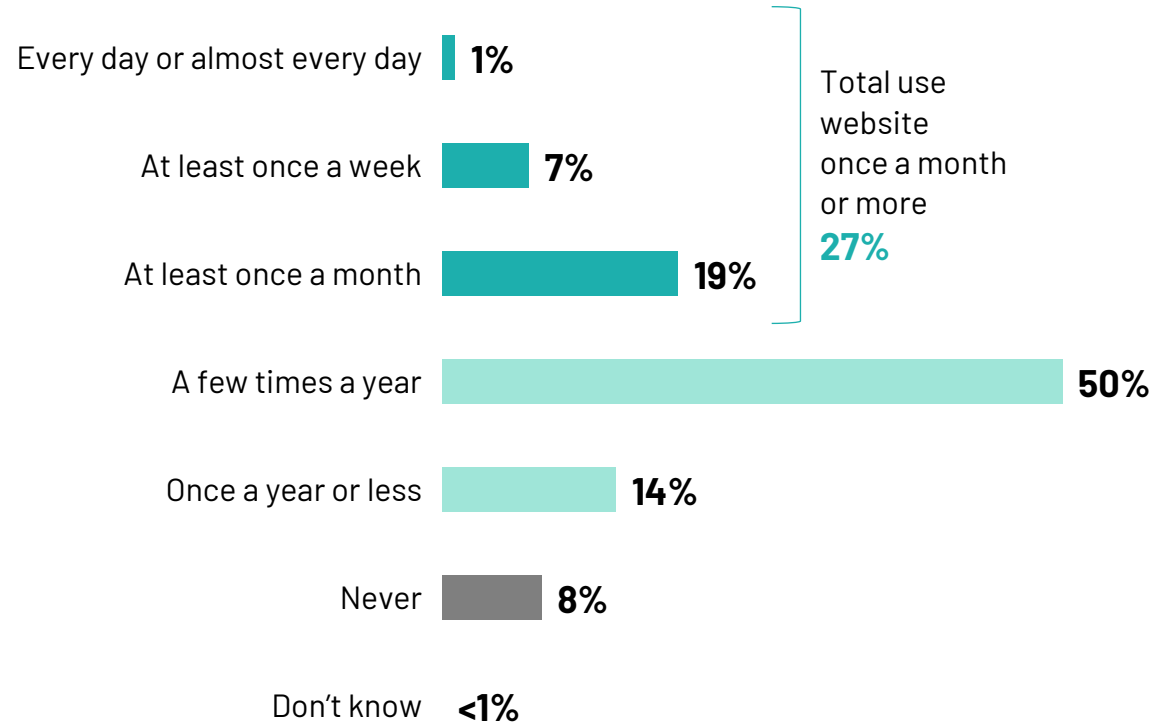
Q15. The City of Port Moody uses a number of ways to communicate with its residents. How useful do you find each of the following communication methods used by the City? Select one response per item.

 = Statistically higher

 = Statistically lower

Frequency of Using City Website

- In total, more than one-quarter (27%) of residents say they use the City's website once a month or more.
- Another 50% say they use the website 'a few times a year', and 14% say 'once a year or less'.
- Only 8% of residents say they 'never' use the City's website.
- Those accessing the website once a month or more are more likely to be:
 - 35-54 years of age (31% versus 21% of 18-34 years, 27% of 55+ years)
 - Living in households with children under the age of 18 (36% versus 23% of those without children at home)

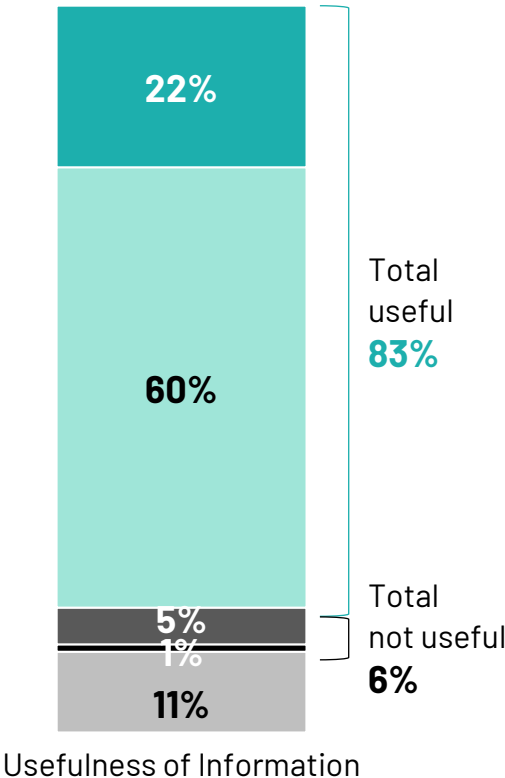
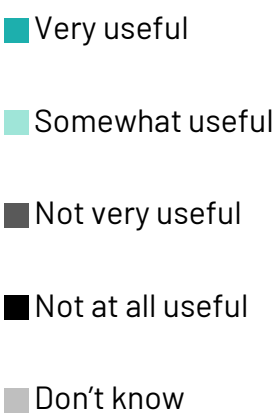


Base: All respondents (n=1,118)
Q16. How often do you use the City of Port Moody's website at portmoody.ca? Select one response.

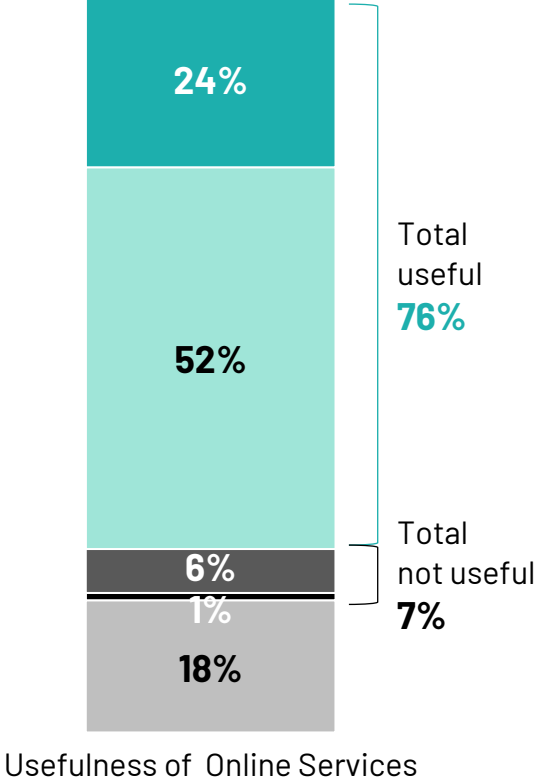
Usefulness of City's Website

(excludes those saying never)

- Most residents who use the City's website find it useful.
- The usefulness of **information** (83%) scores slightly higher than the usefulness of **online services** (76%).
- However, residents are also more likely to say they 'don't know' how to evaluate the usefulness of the online services, suggesting they may have less experience with these services.



Base: Excludes those saying they 'never' use the City's website (n=1,027)
Q17. How useful is the information on the City's website? Select one response.



Base: Excludes those saying they 'never' use the City's website (n=1,027)
Q17a. How useful are the online services available on the City's website? Select one



Usefulness of City’s Website – by Age, Children in Household, Housing Tenure, Number of Years in Port Moody (excludes those saying never)


- The usefulness of online information and services varies by key demographic segments. Specifically:
 - Online information is more useful to those who are 55+ years of age and those have lived in Port Moody for 21+ years.
 - Online services are more useful to those living in households with children under the age of 18, homeowners, and those who have lived in Port Moody for 11-20 years.

TOTAL USEFUL											
	TOTAL	AGE			CHILDREN IN HH		HOUSING TENURE		NUMBER OF YEARS IN PORT MOODY		
		18-34	35-54	55+	With Children	Without Children	Own	Rent	10 Years or Less	11-20 Years	21+ Years
Base:	1,027	99*	456	441	327	667	887	104	450	263	287
Information	83%	80%	80%	86%	81%	83%	84%	77%	80%	85%	86%
Online services	76%	74%	76%	76%	80%	74%	77%	68%	73%	81%	78%

* Small sample size (<100), interpret with caution.
 Base: Excludes those saying they 'never' use the City's website (n=1,027)
 Q17. How useful is the information on the City's website? Select one response.
 Q17a. How useful are the online services available on the City's website? Select one

= Statistically higher

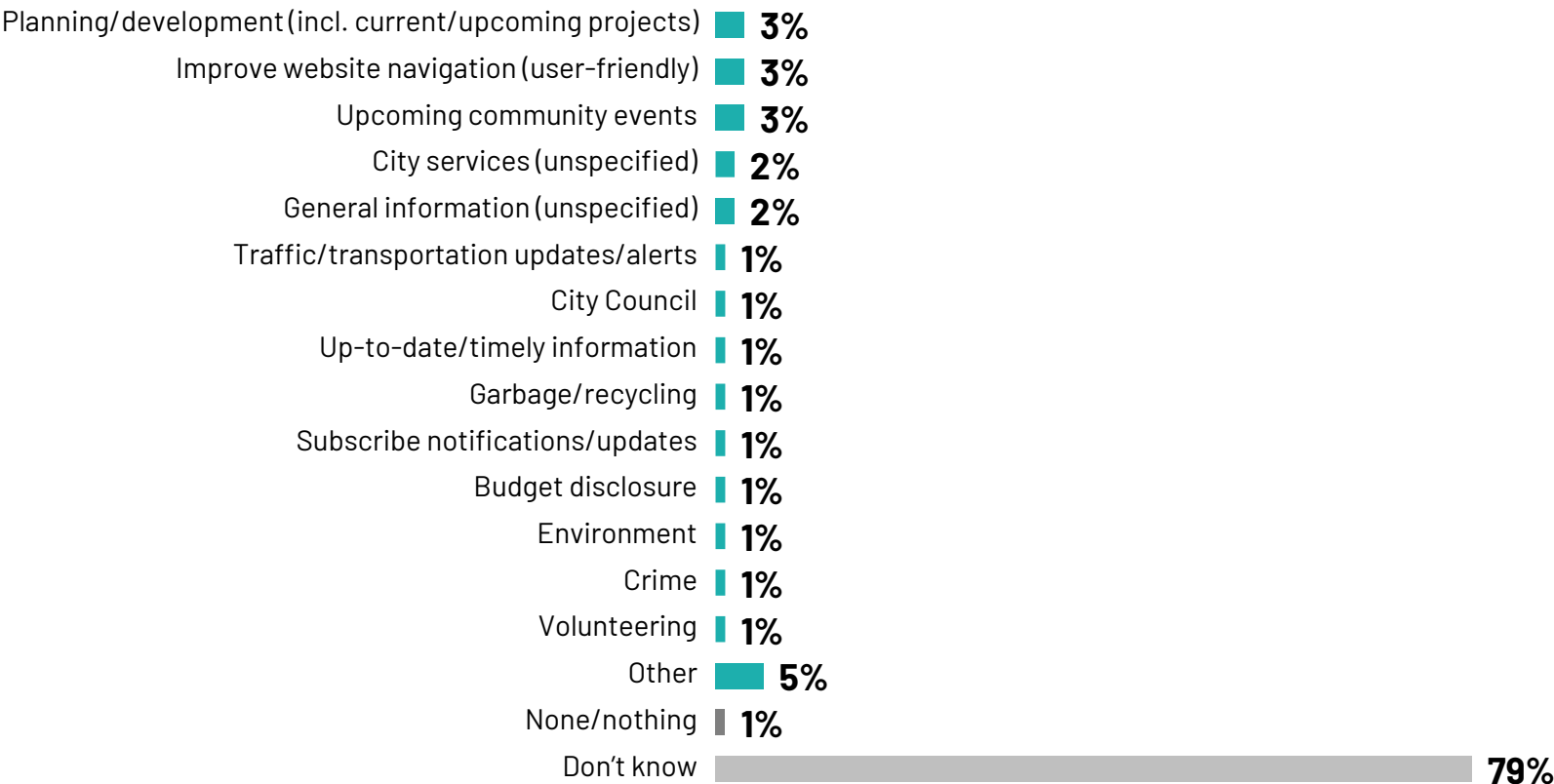
= Statistically lower



Suggestions for Other Types of Information or Online Services

(excludes those saying never)(coded open-ends, multiple responses allowed)

- Most (80%) website users are unable to identify any other types of information or online services that they would like to see included on the City’s website (includes 1% ‘none/nothing’ and 79% ‘don’t know’).
- Of the few open-ended suggestions that are provided, the three most frequently mentioned are:
 - “Planning/development (including current/upcoming projects)” (3%)
 - “Improve website navigation (user-friendly)” (3%)
 - “Upcoming community events” (3%)



Base: Excludes those saying they ‘never’ use the City’s website (n=1,027)
Q18. Are there any other types of information or online services that you would like to see included on the City’s website? Enter up to two responses.



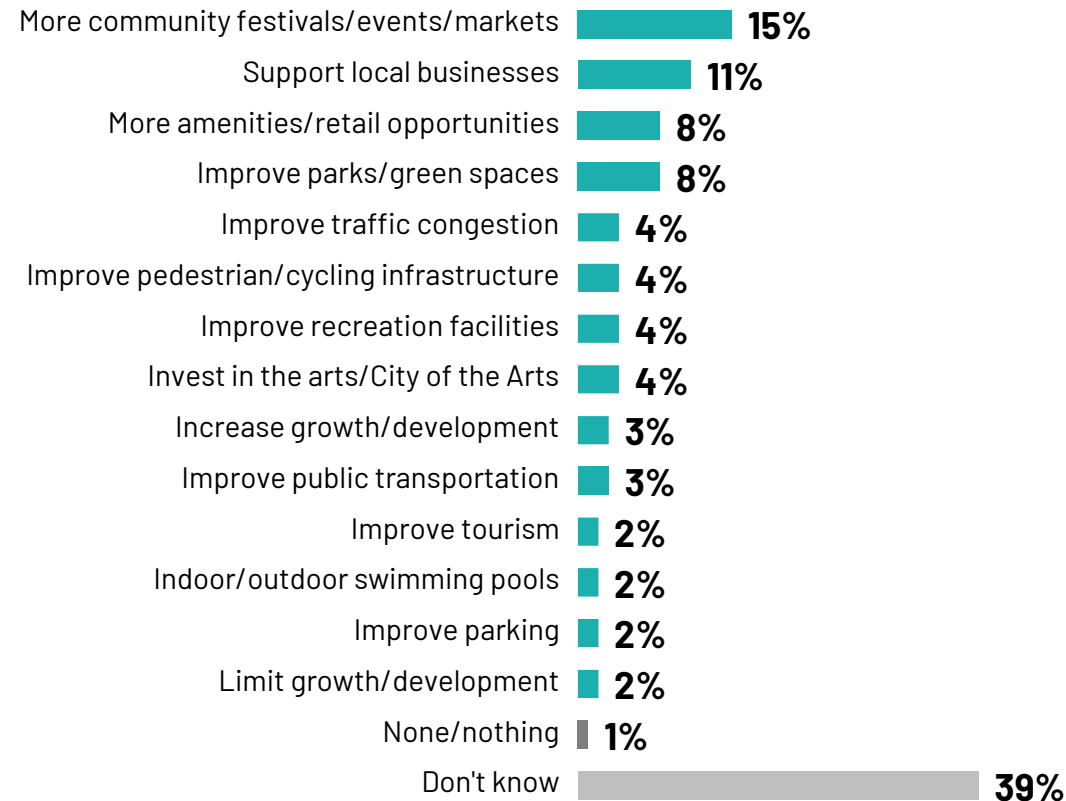
ECONOMIC DEVELOPMENT

3.6

Suggestions for Vibrant and Prosperous Community

(coded open-ends, multiple responses allowed)

- Residents suggest a variety of areas the City could invest in to enhance experiences for residents that also boost the local economy.
- The two most frequently mentioned open-ended suggestions for fostering a vibrant and prosperous community are “more community festivals/events/markets” (15%) and “support local businesses” (11%).
- Other leading suggestions are “more amenities/retail opportunities” (8%) and “improve parks/green spaces” (8%).
- Four-in-ten (40%) decline to provide any specific suggestions (includes 1% “none/nothing” and 39% “don’t know”).



Mentions <2% not shown.

Base: All respondents (n=1,118)

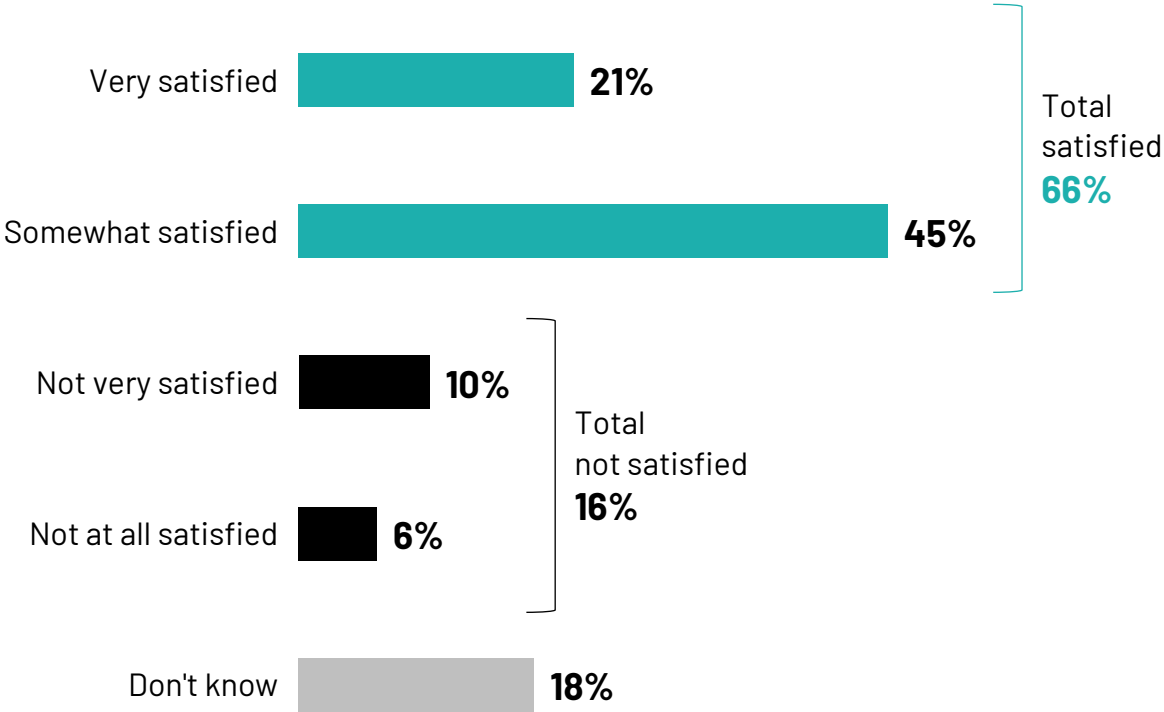
Q19a. There are a number of areas the City of Port Moody can invest in to enhance experiences for residents that also boost our local economy. What suggestions, if any, do you have on ideas that would contribute to a vibrant and prosperous community? Enter up to two responses.

ENVIRONMENT

3.7

Satisfaction with City's Efforts to Protect Environment and Meet Climate Action Goals

- Overall, two-thirds (66%) of residents say they are satisfied with the City's efforts to protect the environment and meet climate action goals (21% 'very satisfied', 45% 'somewhat satisfied').
- A total of 16% are not satisfied.
- The remainder (18%) say 'don't know', indicating a lack of familiarity with the City's environmental efforts.
- Homeowners are more satisfied than renters with the City's efforts to protect the environment and meet climate action goals (68% versus 58%).

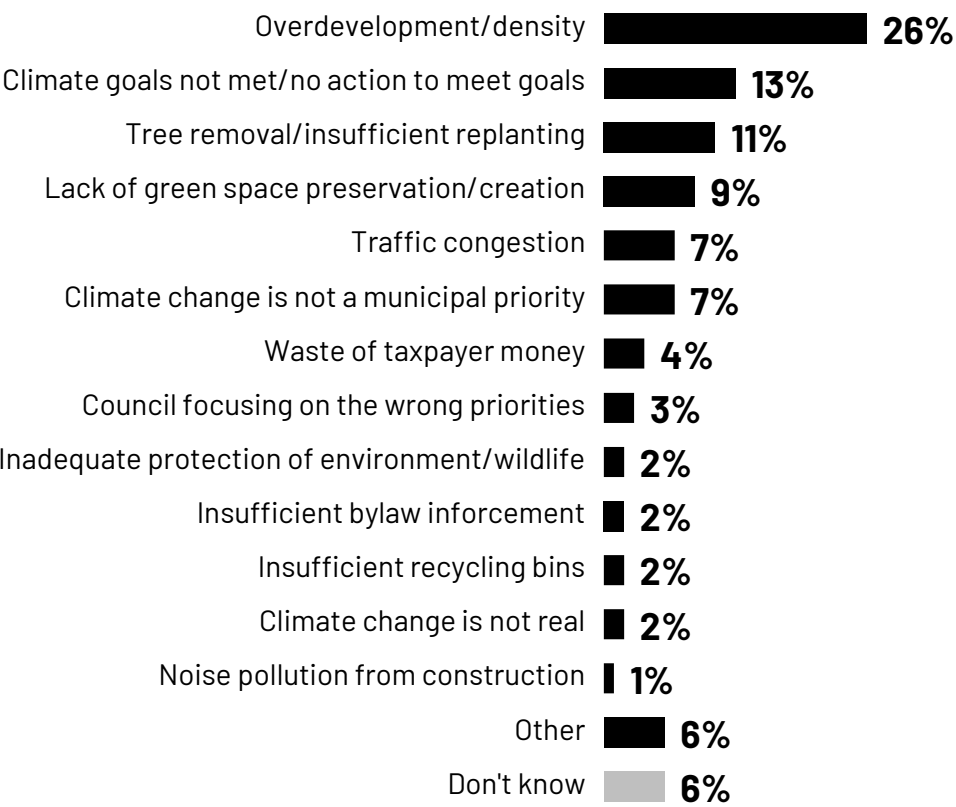


Base: All respondents (n=1,118)
Q20a. How satisfied are you with the City of Port Moody's efforts to protect the environment and meet climate action goals? Select one response.

Reasons why Not Satisfied with City’s Efforts to Protect Environment and Meet Climate Action Goals

(among those saying not satisfied)(coded open-ends, multiple responses allowed)

- More than one-quarter (26%) of those who say they are not satisfied with the City’s environmental efforts attribute this to “overdevelopment/density” (coded open-ends).
- The next most frequently mentioned reasons are:
 - “Climate goals not met/no action to meet goals” (13%)
 - “Tree removal/insufficient replanting” (11%)



Base: Those saying they are not satisfied with City’s efforts to protect the environment and meet climate action goals (n=192)
Q20b. Why are you not satisfied with the City of Port Moody’s efforts to protect the environment and meet climate action goals? Enter one response.



04 APPENDIX: SAMPLE CHARACTERISTICS

Sample Characteristics

	Unweighted	Weighted
GENDER IDENTITY		
Male	45%	44%
Female	46%	47%
Non-binary	1%	1%
Did not answer	9%	9%
AGE		
18 to 34	10%	23%
35 to 54	44%	39%
55 or older	44%	35%
Did not answer	3%	3%
CHILDREN UNDER 18 IN HOUSEHOLD		
Yes	31%	31%
No	66%	66%
Did not answer	3%	3%
YEARS LIVING IN PORT MOODY		
10 years or less	45%	50%
11 to 20 years	25%	22%
21 or more years	28%	25%
Did not answer	2%	3%
Average # of years	15.4	14.0

	Unweighted	Weighted
HOUSING TENURE		
Own	86%	84%
Rent	11%	13%
Did not answer	3%	3%
HOUSING TYPE		
Single detached residential	37%	33%
Multi-unit residential – townhouse, rowhouse	25%	25%
Multi-unit residential – 6 storeys or less	21%	25%
Multi-unit residential – greater than 6 storeys	13%	13%
Other low-density housing	1%	1%
Did not answer	3%	3%
NEIGHBOURHOOD		
Inlet Centre	24%	26%
Heritage Mountain/Heritage Woods/Twin Creeks	23%	21%
Moody Centre	17%	19%
College Park/Glenayre/Harbour Heights/Seaview	15%	14%
April Road/Pleasantside	6%	5%
Mountain Meadows/Noons Creek	5%	5%
loco (west of Roe Drive/April Road)	3%	3%
Coronation Park	3%	3%
Did not answer	4%	4%

Base: All respondents (n=1,118)