



City of Pitt Meadows



The *Natural* Place

City of Pitt Meadows 2009 Citizen Survey

Presented by: Paul Musca, Ipsos Reid



February 9, 2010

- ◆ Telephone survey of 300 City of Pitt Meadows residents aged 18 years or older.
- ◆ Fielded December 4 to December 14, 2009.
- ◆ Overall margin of error on a sample of 300 is $\pm 5.7\%$, 19 times out of 20.
- ◆ Final data were weighted using the most recent Census to ensure the sample's age and gender distribution reflects that of the actual population in the City of Pitt Meadows.
- ◆ Where appropriate, results have been benchmarked to Ipsos Reid's norms for BC municipalities.

Key Findings

- ◆ Citizens continue to express a high level of satisfaction when it comes to their quality of life, the services that are provided by the City, and their experience when they contacted City staff.
- ◆ The small town atmosphere, peacefulness, and rural feel are what citizens value most about living in the City today. A greater proportion feel life in the City is getting better rather than worse and many attribute this improvement to new bridges, retail opportunities, and growth in the community.
- ◆ Transportation, growth, and recreational facilities and programs emerge as the most important issues facing the community today. Related issues such as traffic congestion, overdevelopment, and excessive population growth also emerge as key reasons why some feel the quality of life in the City has deteriorated over the past five years.
- ◆ Significantly fewer this wave point to crime as the most important local issue facing the community. This is consistent with other survey results showing a general improvement in perceptions of public safety and higher satisfaction with police services.

Key Findings (Continued)

- ◆ There has been a significant improvement in satisfaction with roads to other regions. This marked improvement is likely reflective of the new bridges servicing the community.
- ◆ A swimming pool and a community centre are the top two facilities that citizens would like to see considered by local leaders.
- ◆ A slight majority of residents continue to favour a scenario where their taxes are increased versus services cut.
- ◆ Citizens would primarily like to see more clothing retailers, a Wal-Mart, and more restaurants in the community.
- ◆ Most citizens believe the City is doing a good job at preserving and protecting the local environment and a large majority feel it is important that the City show leadership in green or sustainable projects.



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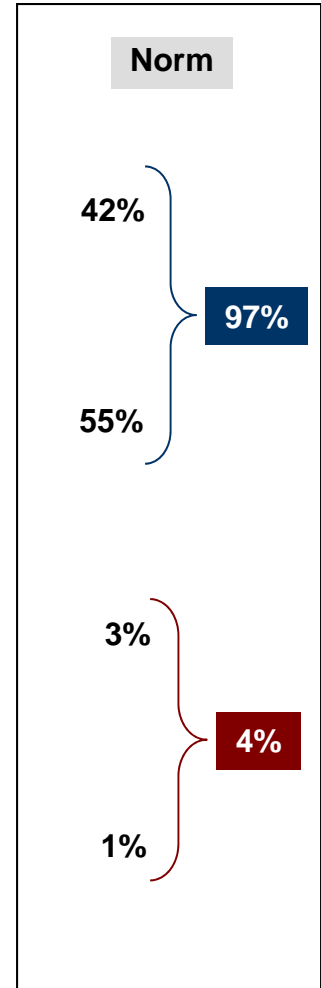
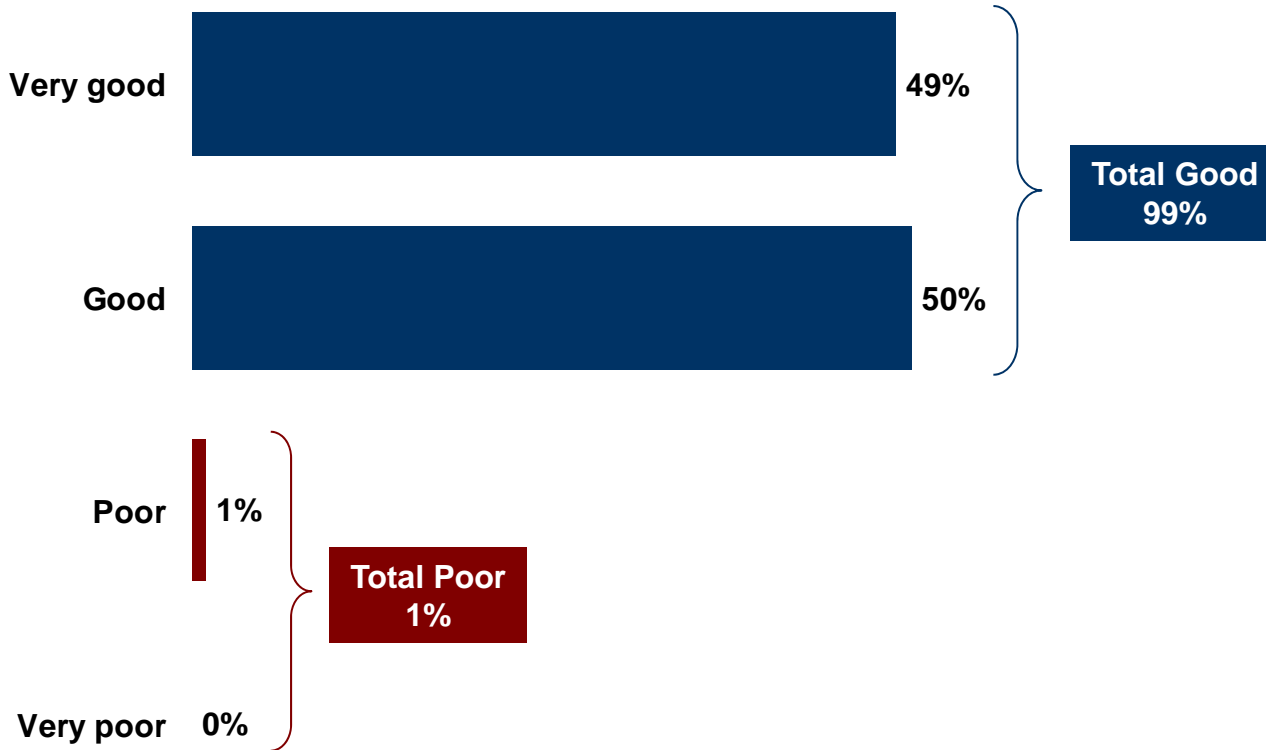
Quality of Life





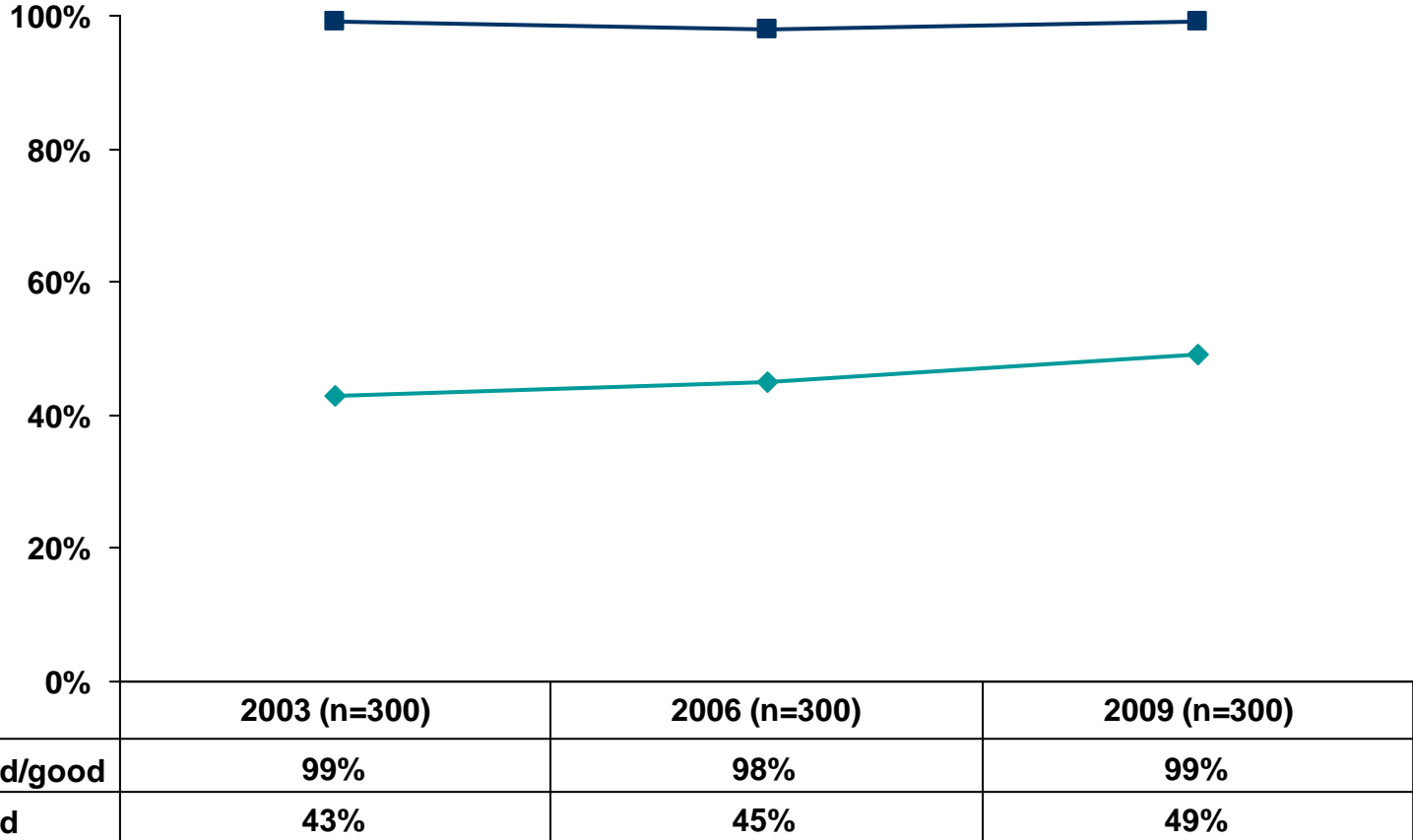
Nearly all citizens think the quality of life in Pitt Meadows is good

How would you rate the overall quality of life in Pitt Meadows today?



The quality of life in Pitt Meadows continues to remain high

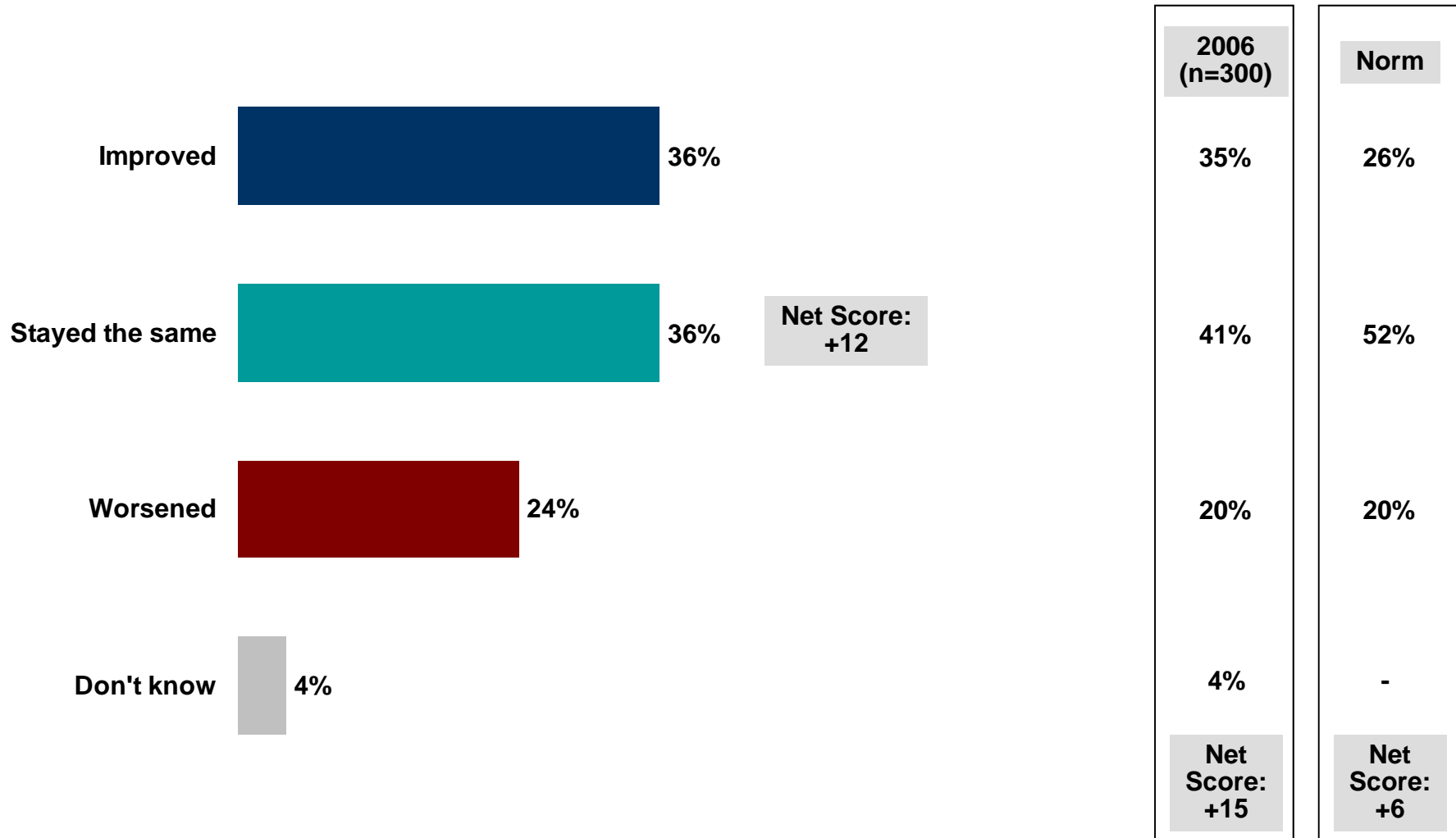
How would you rate the overall quality of life in Pitt Meadows today?





Perceived changes in the quality of life in Pitt Meadows are very positive

And, do you feel that the quality of life in Pitt Meadows in the past five years has...?

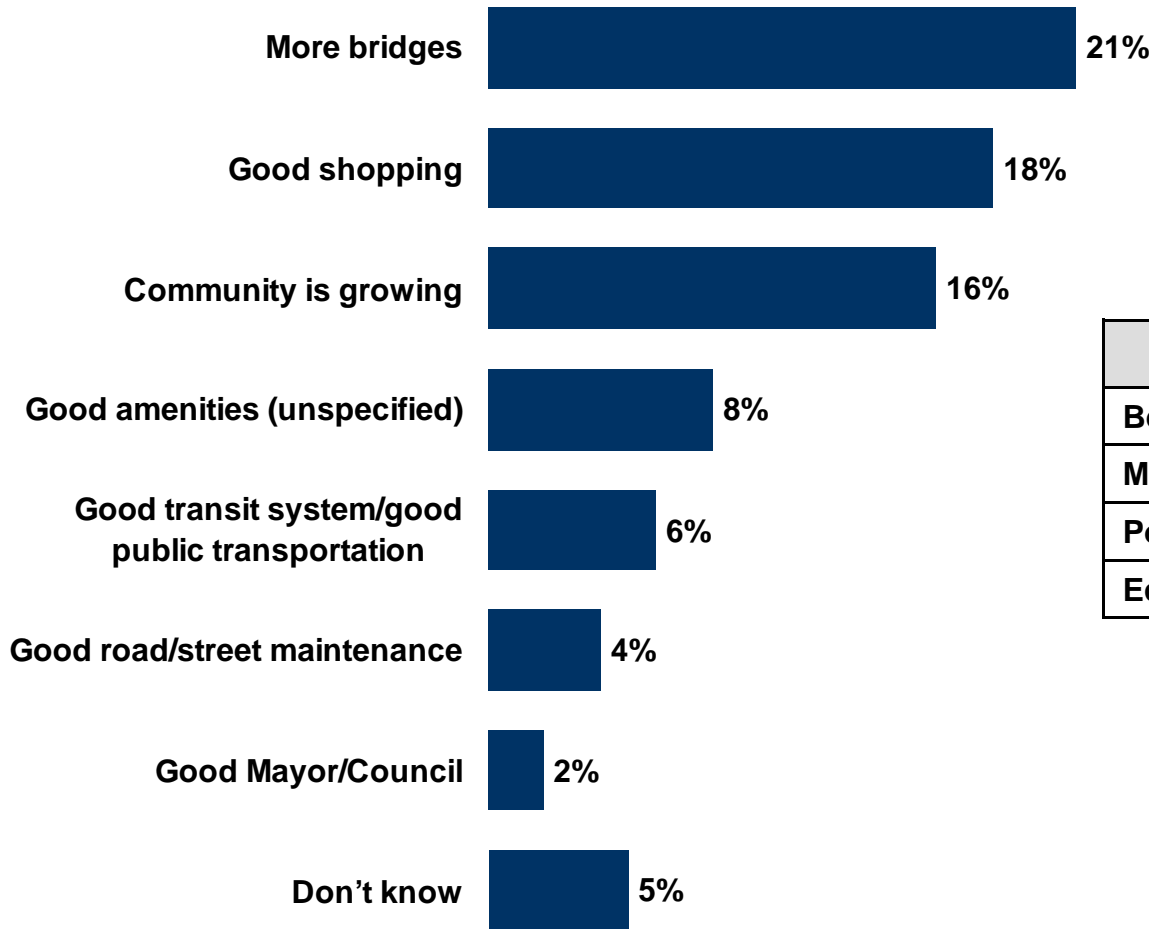


Base: All respondents (n=300)



More bridges, shopping, and community growth largely contribute to perceptions of an improved quality of life

Why do you think the quality of life has improved?



2006 Top Mentions (n=99)*	
Better shopping/more retailers	32%
More services/amenities	18%
Population growth	12%
Economic growth/more business	11%

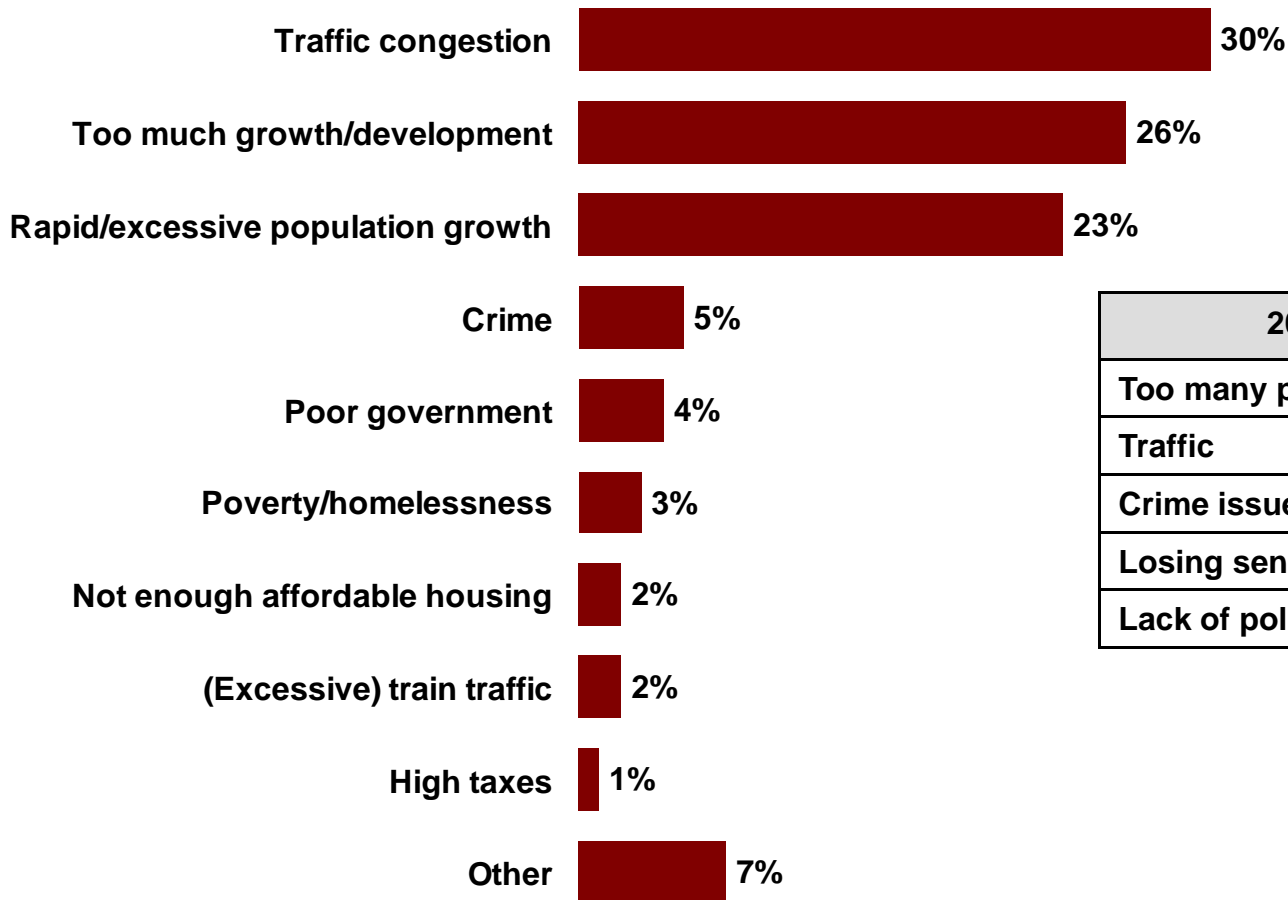
Only responses of 2% or more are shown.

*Small base size, interpret with caution.

Base: Quality of life has improved (n=109)

Traffic congestion and growth have led to a decline in the quality of life for some citizens

Why do you think the quality of life has worsened?



2006 Top Mentions (n=68)*	
Too many people/overdevelopment	41%
Traffic	28%
Crime issues/high crime rate	21%
Losing sense of community	9%
Lack of police	8%

*Small base size, interpret with caution.



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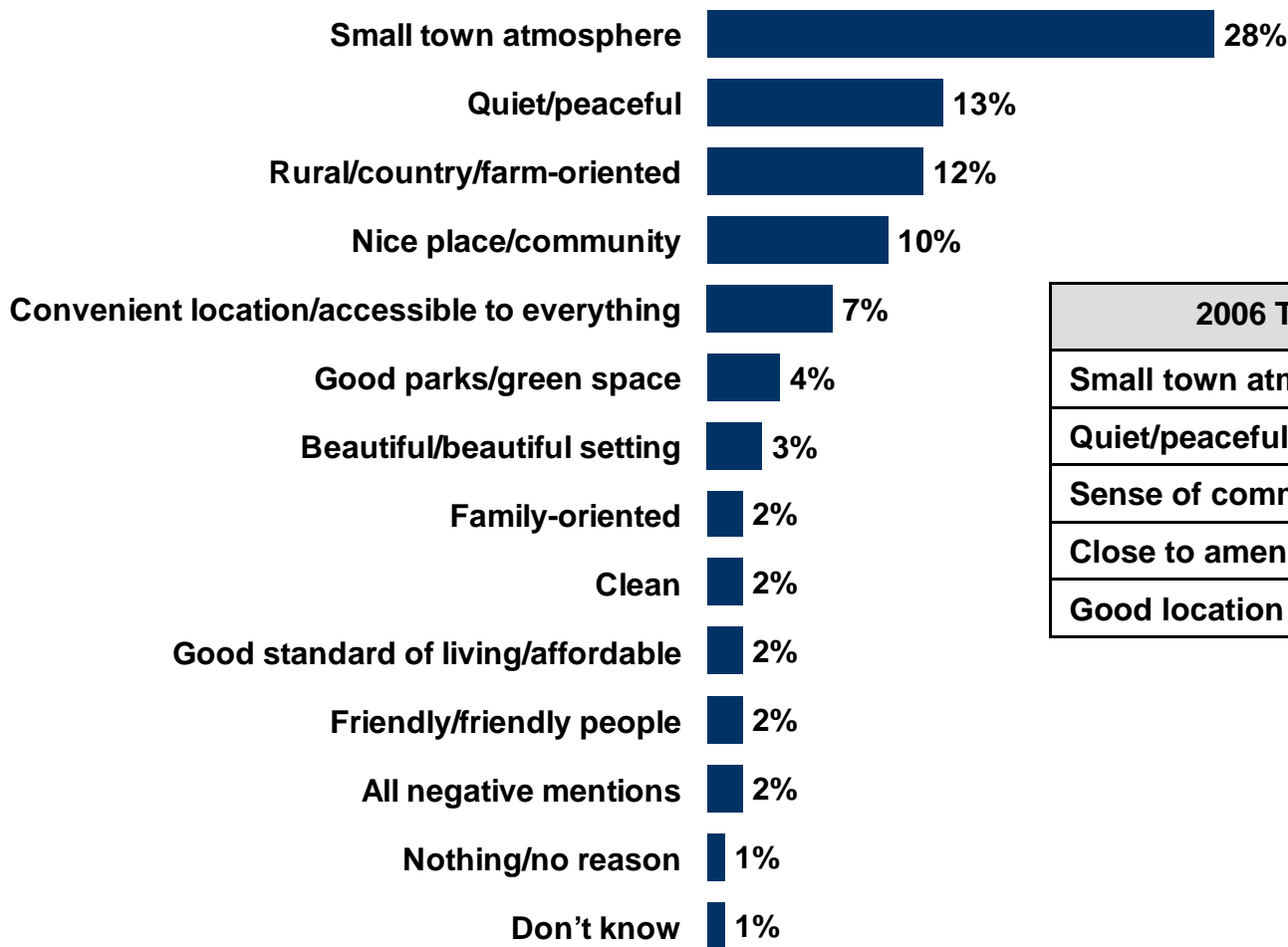
Community Vision and Values





The small town atmosphere, peacefulness, and the rural setting are what citizens like best about living in the City

What do you like best about living in Pitt Meadows?



2006 Top Mentions (n=300)	
Small town atmosphere	46%
Quiet/peaceful	23%
Sense of community	16%
Close to amenities	13%
Good location	10%

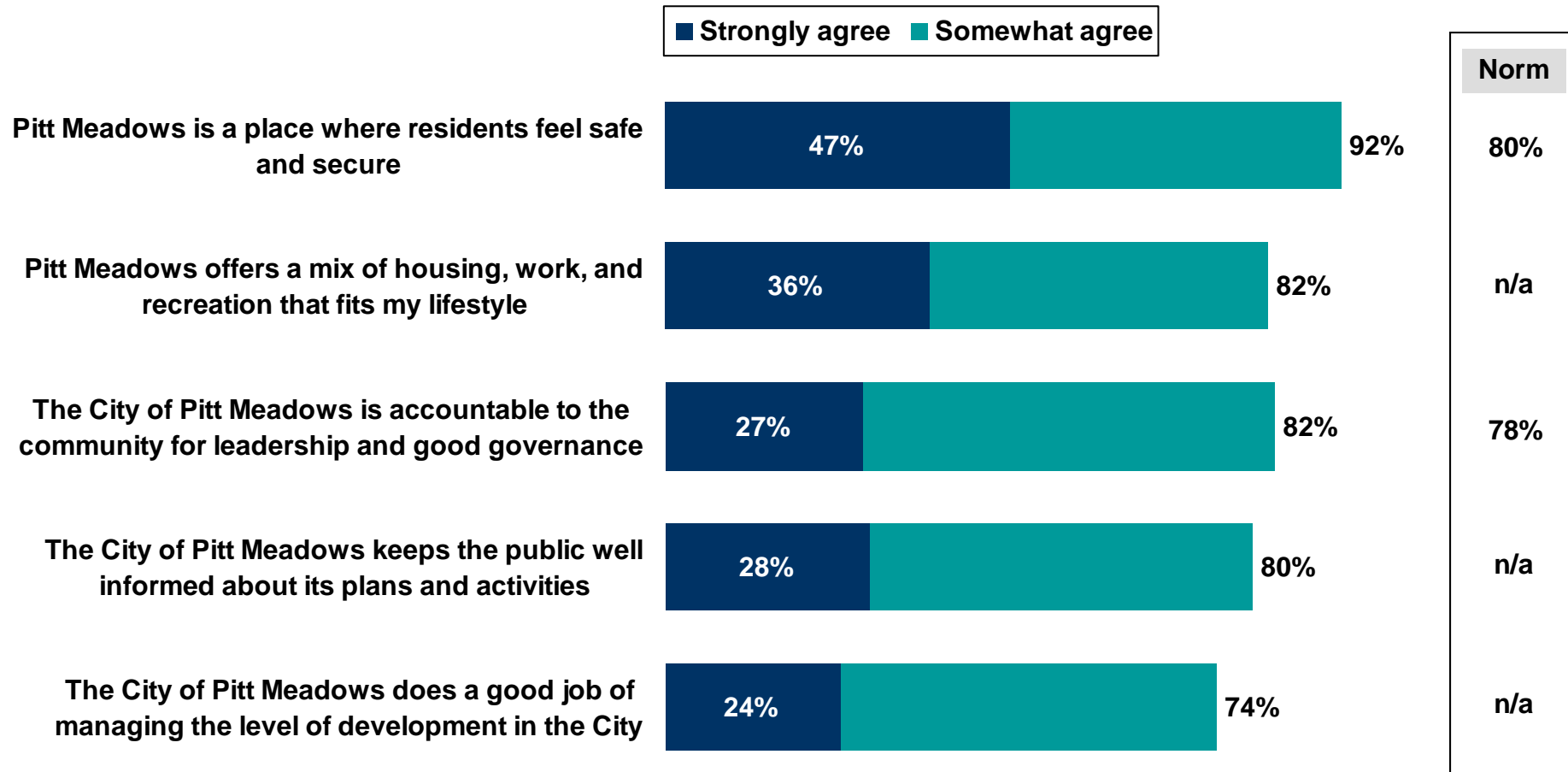
Only responses of 2% or more are shown.

Base: All respondents (n=300)



Citizens largely agree with various positive statements that describe the City

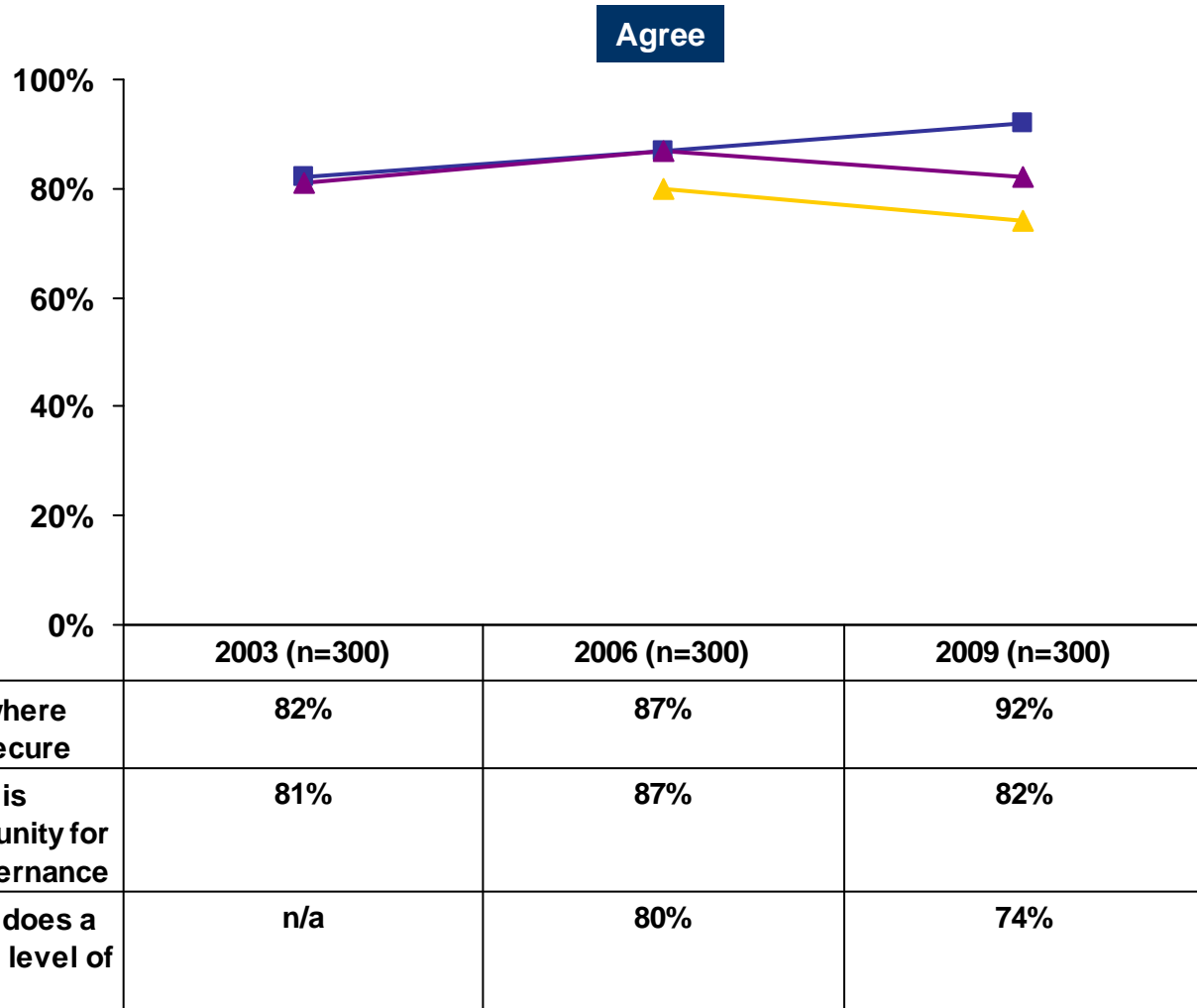
I'm going to read you a few statements about life in Pitt Meadows and I'd like you to tell me the extent to which you agree or disagree with each one. Our scale is strongly agree, somewhat agree, somewhat disagree, or strongly disagree.





Perceptions of safety have improved over the past three years

I'm going to read you a few statements about life in Pitt Meadows and I'd like you to tell me the extent to which you agree or disagree with each one. Our scale is strongly agree, somewhat agree, somewhat disagree, or strongly disagree.



Tracking data is only available for the items shown.



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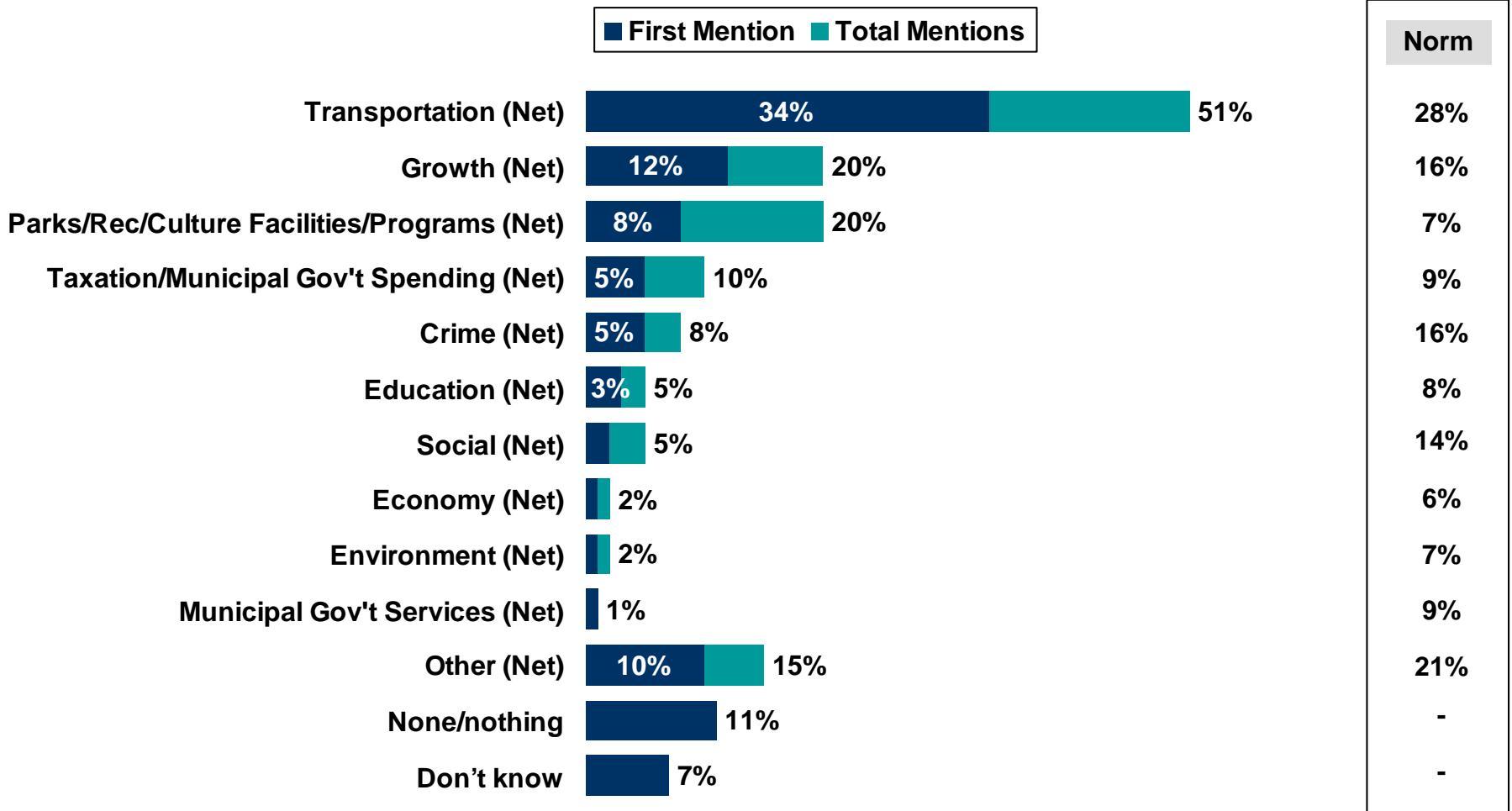
Issue Agenda





Citizens feel that local leaders should focus their attention primarily on transportation.

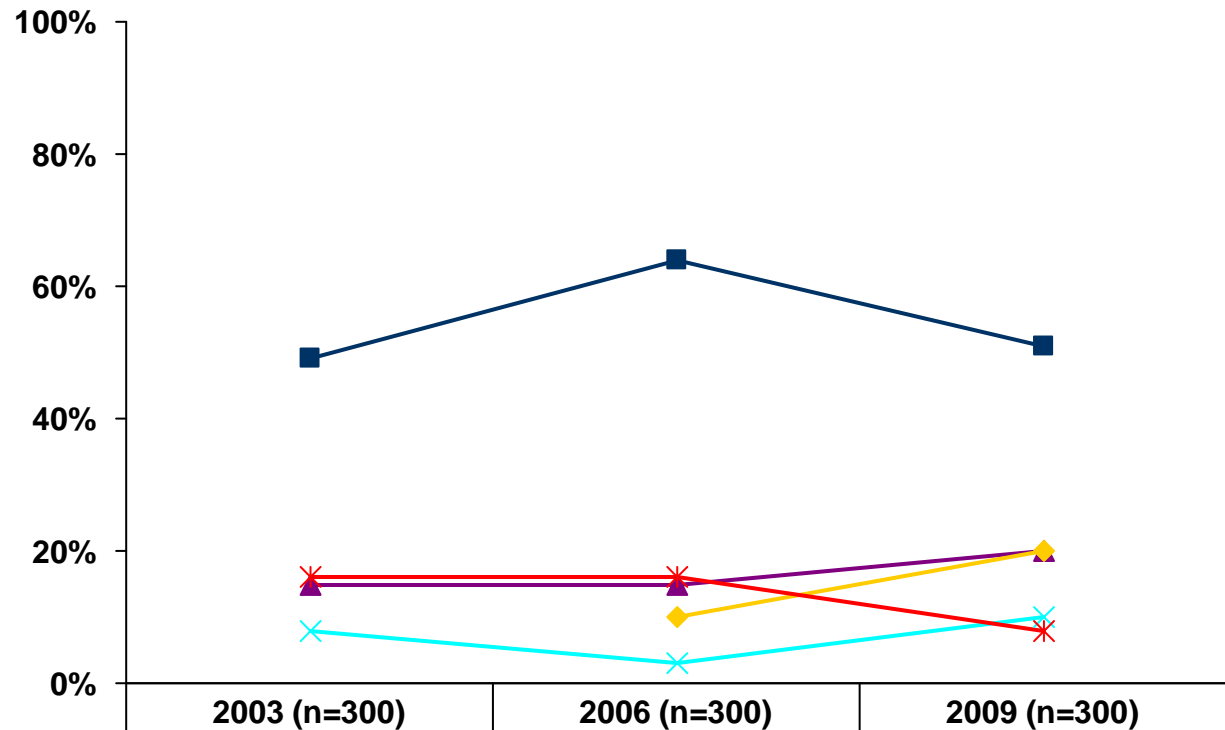
In your view, as a resident of the City of Pitt Meadows, what is the most important LOCAL issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? What is the next most important LOCAL issue facing your community?



Base: All respondents (n=300)

Notable declines in transportation and crime-related mentions are observed in 2009

In your view, as a resident of the City of Pitt Meadows, what is the most important LOCAL issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? What is the next most important LOCAL issue facing your community?



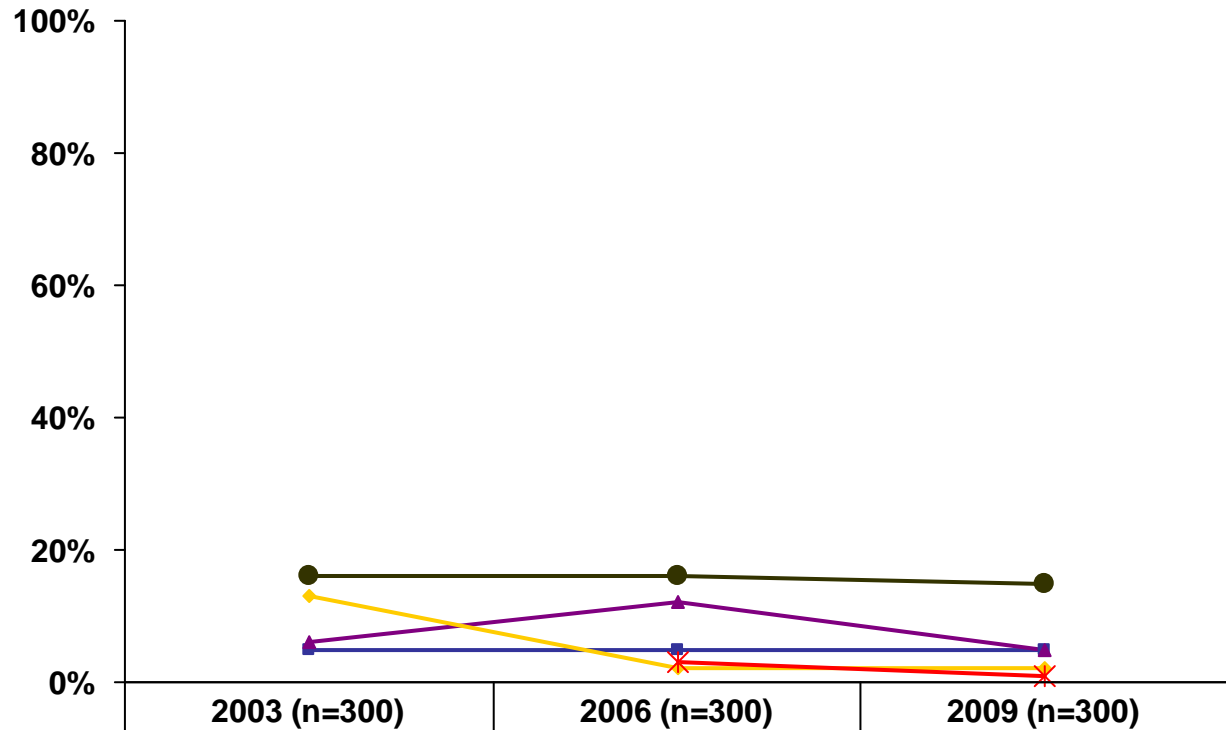
* In 2003, municipal government services included recreation facilities/services and hospitals.

	2003 (n=300)	2006 (n=300)	2009 (n=300)
■ Transportation (Net)	49%	64%	51%
▲ Growth (Net)	15%	15%	20%
◆ Parks/Rec/Culture (Net)	n/a*	10%	20%
✕ Taxation/Gov't Spending (Net)	8%	3%	10%
✖ Crime (Net)	16%	16%	8%



Other than a drop in social-related mentions, other local issues have remained consistent since 2006

In your view, as a resident of the City of Pitt Meadows, what is the most important LOCAL issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? What is the next most important LOCAL issue facing your community?

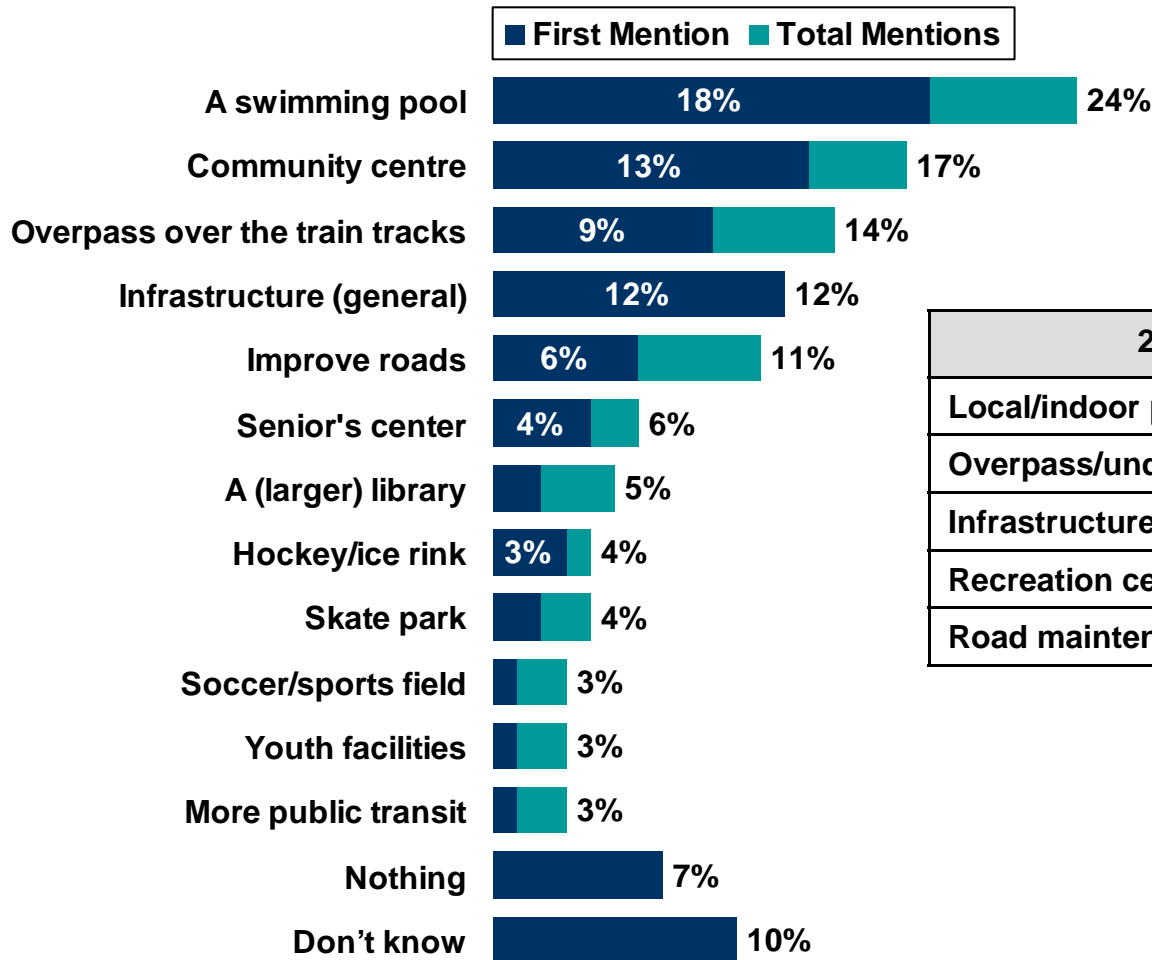


* In 2003, municipal government services included recreation facilities/services and hospitals.

■ Education (Net)	5%	5%	5%
▲ Social (Net)	6%	12%	5%
◆ Economy (Net)	13%	2%	2%
* Municipal Gov't Services (Net)	8% *	3%	1%
● Other (Net)	16%	16%	15%

A swimming pool and community centre emerge as the most important capital projects

In your opinion, what is the most important capital project, service, or facility that you would like to see considered by local leaders? By capital project, service, or facility, I mean new community facilities, major renovations on civic structures, or infrastructure improvements. What other project, service, or facility would you like to see considered by local leaders?



2006 Top Mentions (n=300)	
Local/indoor pool	30%
Overpass/underpass/railway crossing	21%
Infrastructure improvement	16%
Recreation centre	10%
Road maintenance	9%

Only responses of 3% or more are shown.



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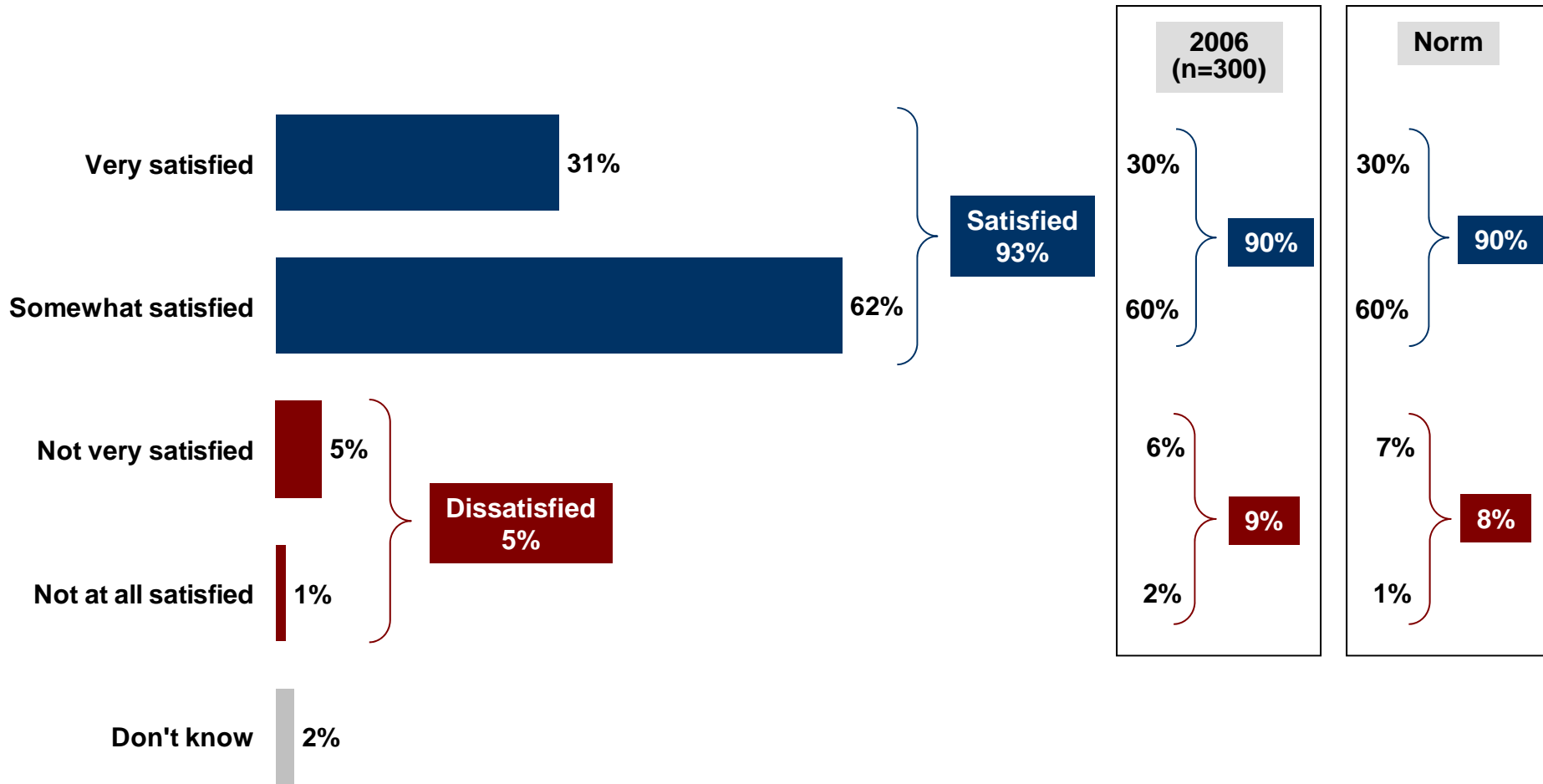
City Services





A large majority of citizens are satisfied with the overall level and quality of the City's services

Please tell me how satisfied you are with the overall level and quality of services provided by the City of Pitt Meadows.
Are you ...?



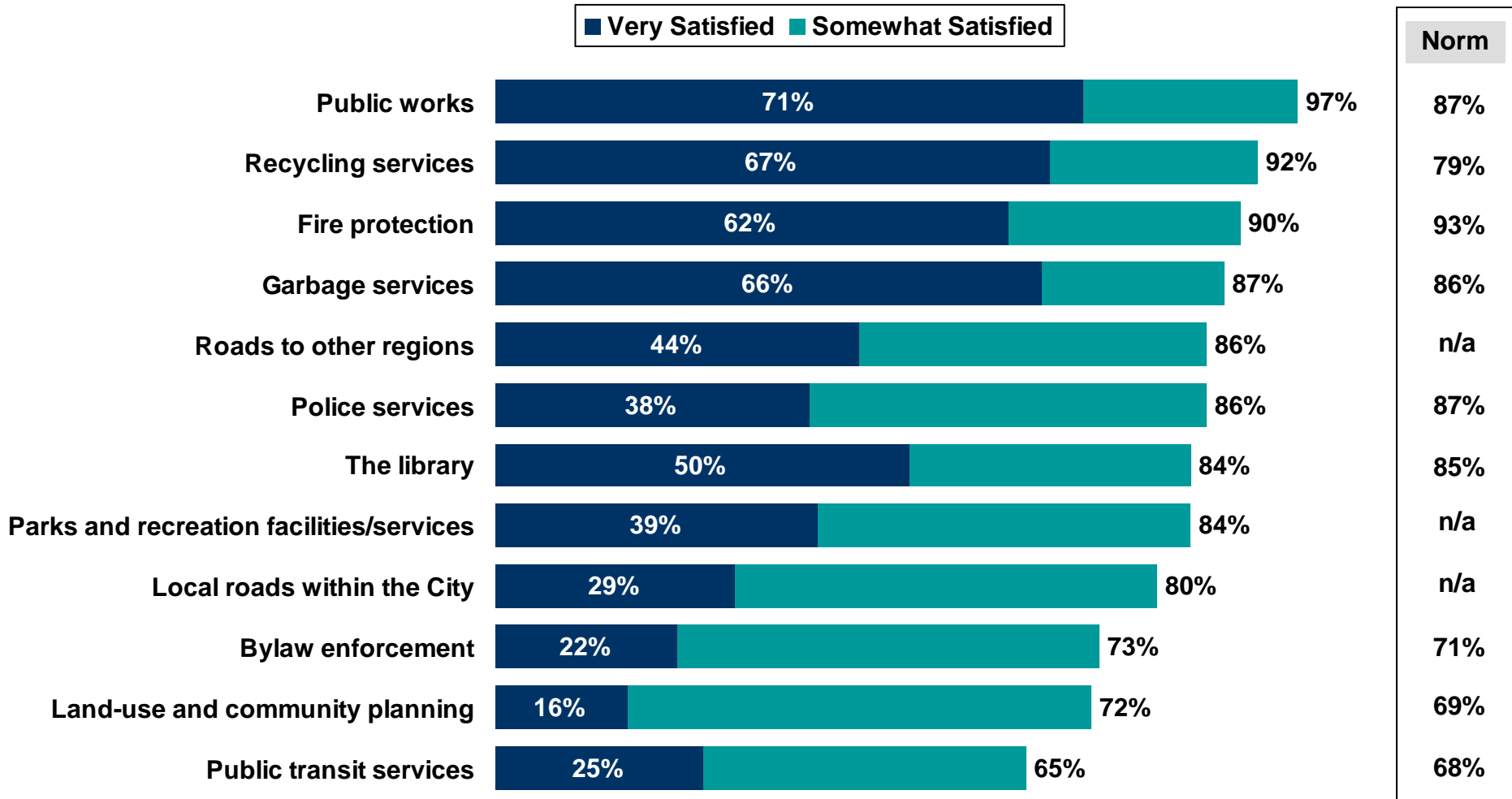
*Not directly comparable due to different question scale.

Base: All respondents (n=300)



Citizens are most satisfied with public works, recycling, and fire protection services

I am going to read a list of services provided to you by the City of Pitt Meadows. Please tell me how satisfied you are with the job the City is doing in providing that service. How satisfied are you with the job the City is doing in providing this service?

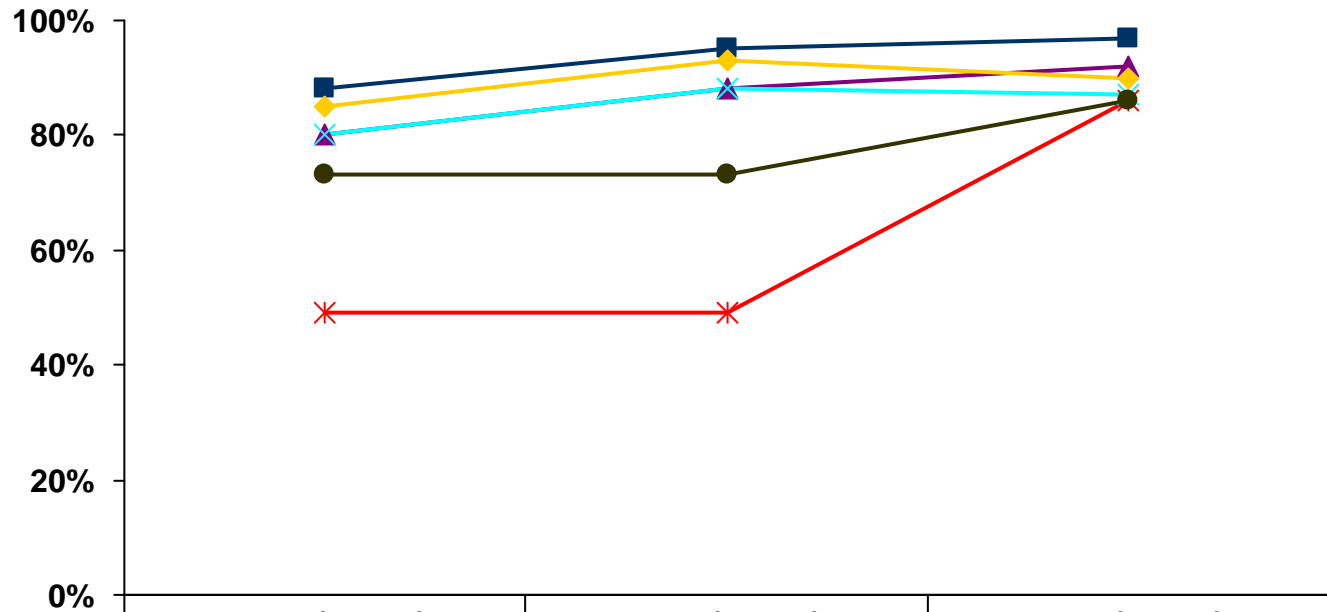


Base: All respondents (n=300)



Satisfaction with roads to other regions and police services have increased significantly since 2006

I am going to read a list of services provided to you by the City of Pitt Meadows. Please tell me how satisfied you are with the job the City is doing in providing that service. How satisfied are you with the job the City is doing in providing this service?



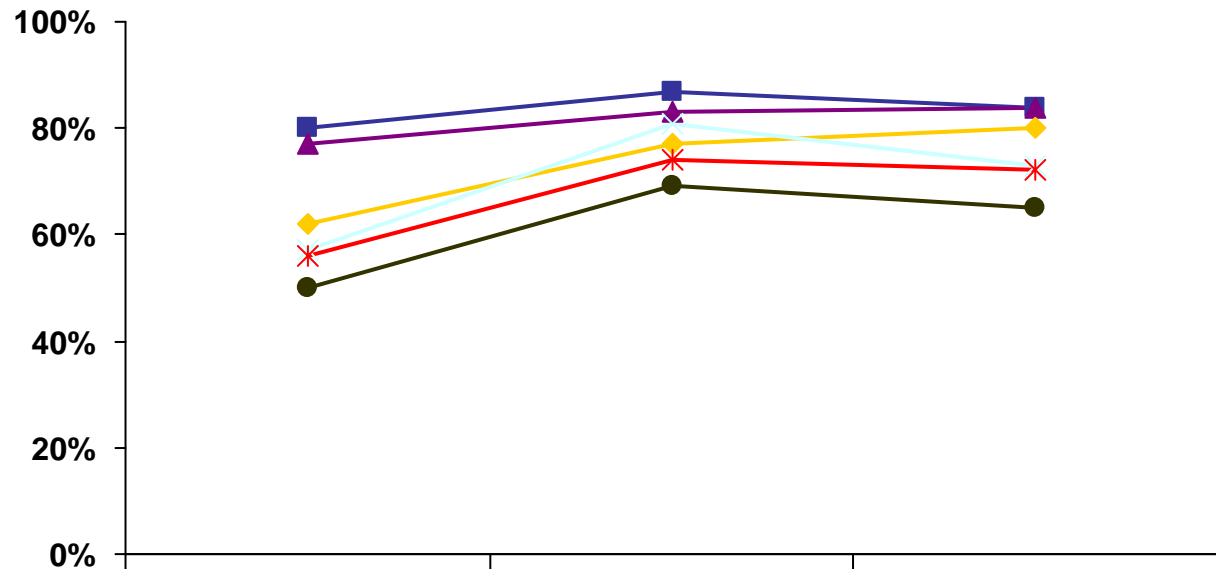
	2003* (n=300)	2006 (n=300)	2009 (n=300)
Public works	88%	95%	97%
Recycling services	80%	88%	92%
Fire protection	85%	93%	90%
Garbage services	80%	88%	87%
Roads to other regions	49%	49%	86%
Police services	73%	73%	86%

*Not directly comparable due to different question scale.



Satisfaction with bylaw enforcement has dropped over the past three years

I am going to read a list of services provided to you by the City of Pitt Meadows. Please tell me how satisfied you are with the job the City is doing in providing that service. How satisfied are you with the job the City is doing in providing this service?



	2003* (n=300)	2006 (n=300)	2009 (n=300)
■ The library	80%	87%	84%
▲ Parks and recreation facilities/services	77%	83%	84%
◆ Local roads within City	62%	77%	80%
* Bylaw enforcement	57%	81%	73%
* Land-use/community planning	56%	74%	72%
● Public transit services	50%	69%	65%

*Not directly comparable due to different question scale.



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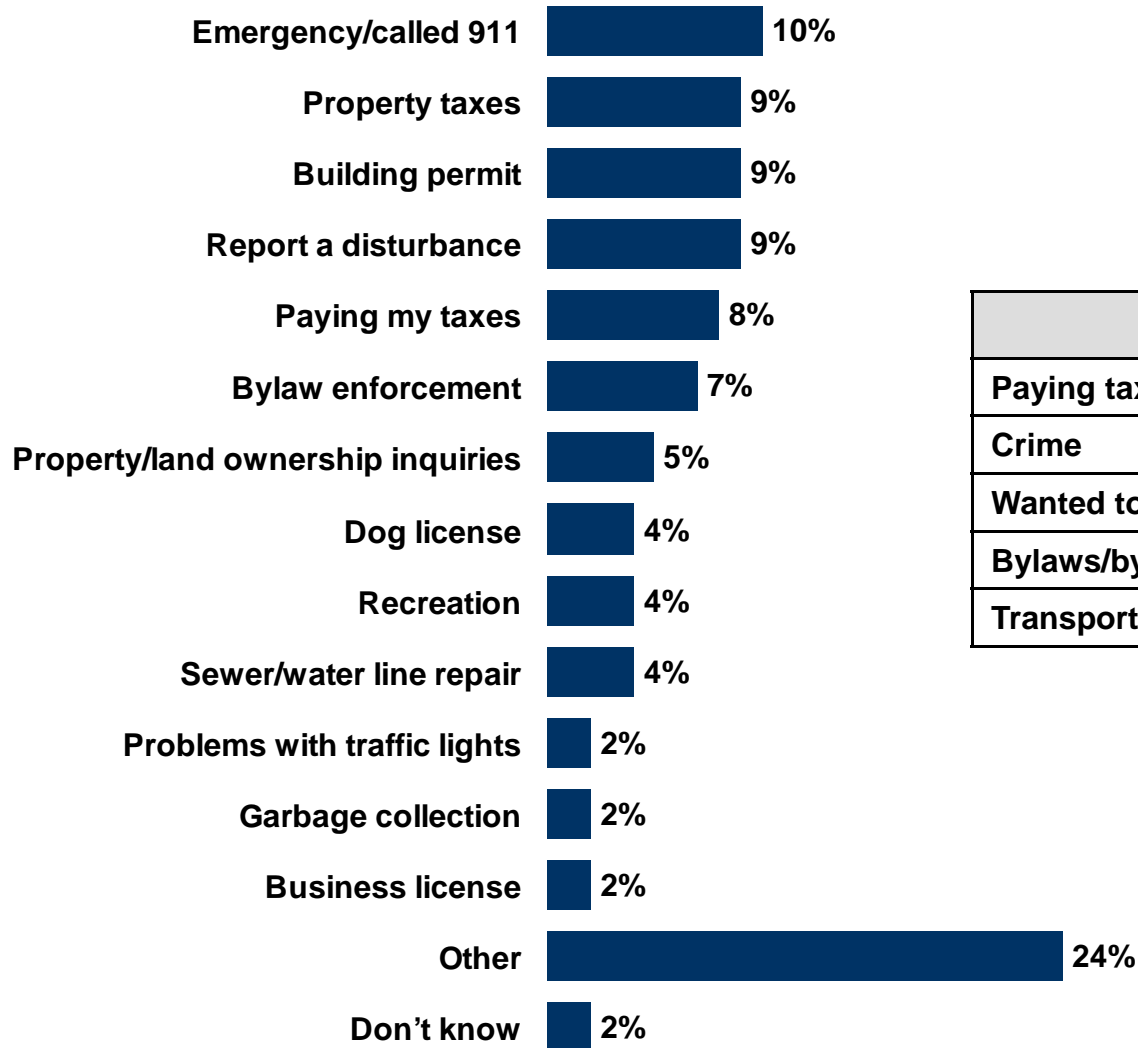
City Contact and Communications





Citizens contact the City for a variety of different reasons

What was the main reason why you contacted the City?

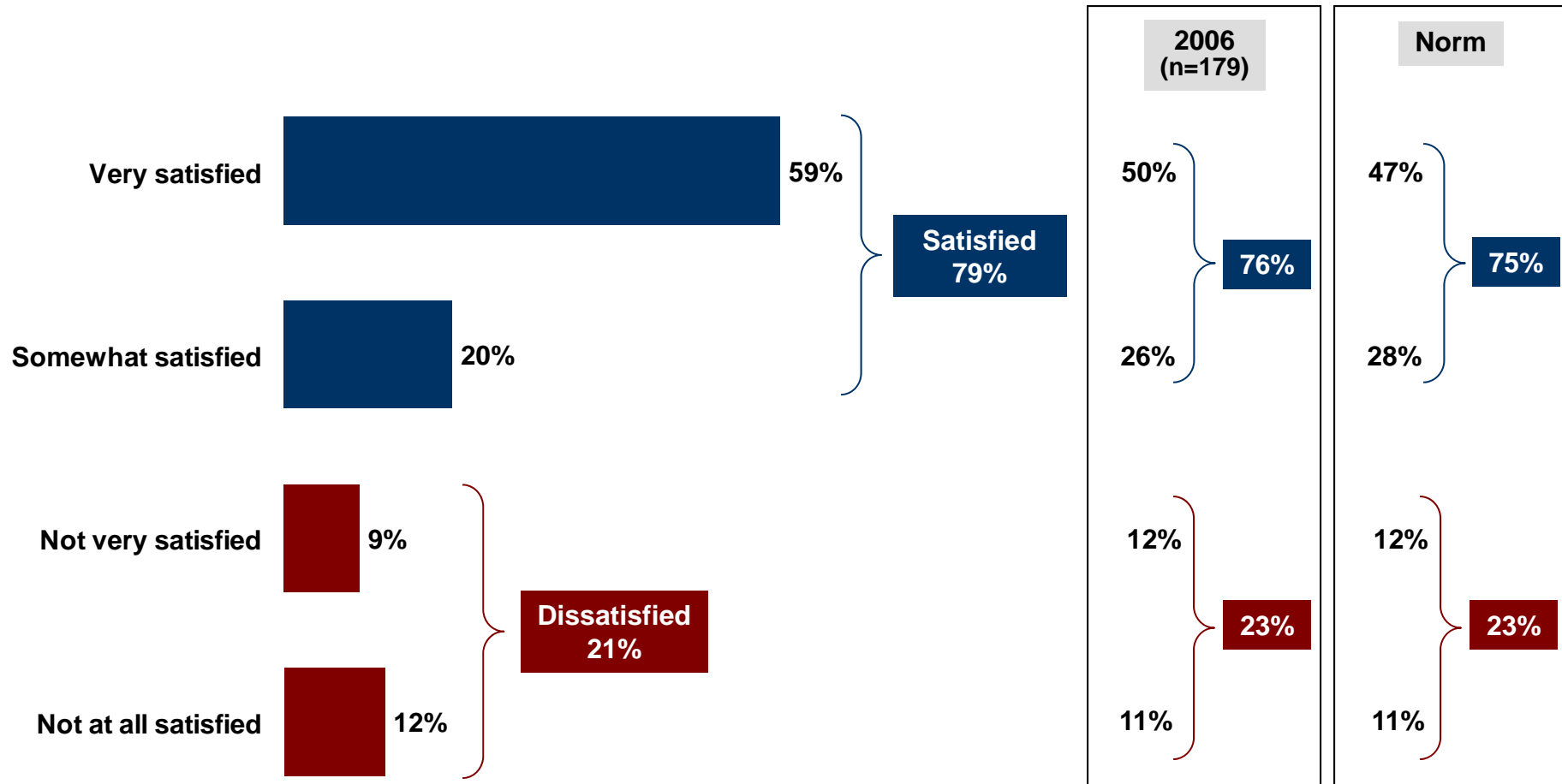


2006 Top Mentions (n=179)	
Paying taxes	22%
Crime	9%
Wanted to obtain a license or permit	8%
Bylaws/bylaw enforcement	7%
Transportation information	7%



Eight-in-ten are satisfied with their contact experience with the City

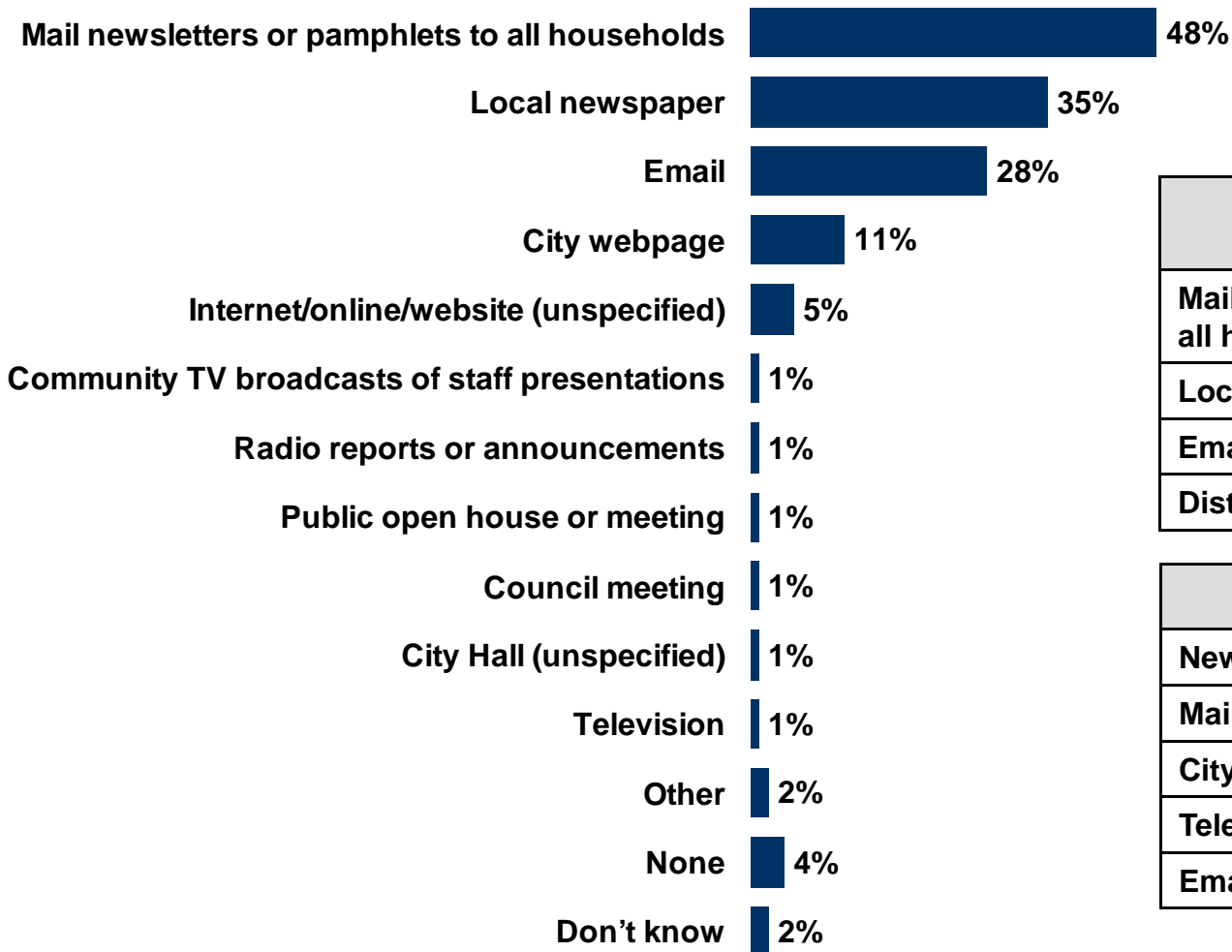
Overall, how satisfied were you with that experience? Were you...?





Newsletters and newspapers continue to be the preferred methods of receiving information from the City

How would you like to receive information from the City of Pitt Meadows about its programs, services, and policies?



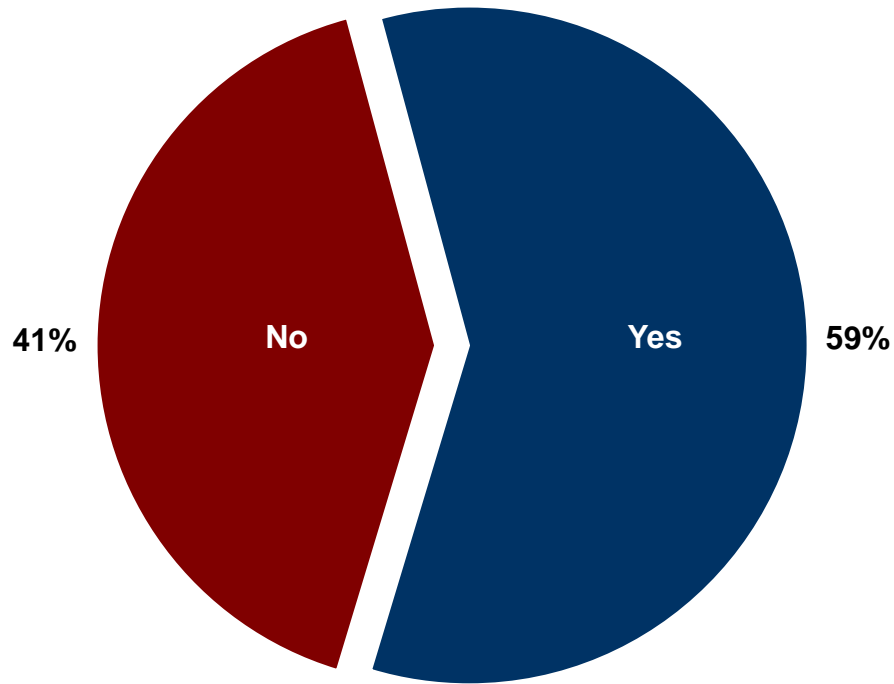
2006 Top Mentions (n=300)	
Mail newsletters/pamphlets to all households	56%
Local newspaper	23%
Email	14%
District web pages	12%

Norm	
Newspaper	42%
Mail	30%
City website	12%
Television	9%
Email	9%



Six-in-ten say they have visited the City's website in the past year

In the last twelve months, have you visited the City of Pitt Meadows' website?

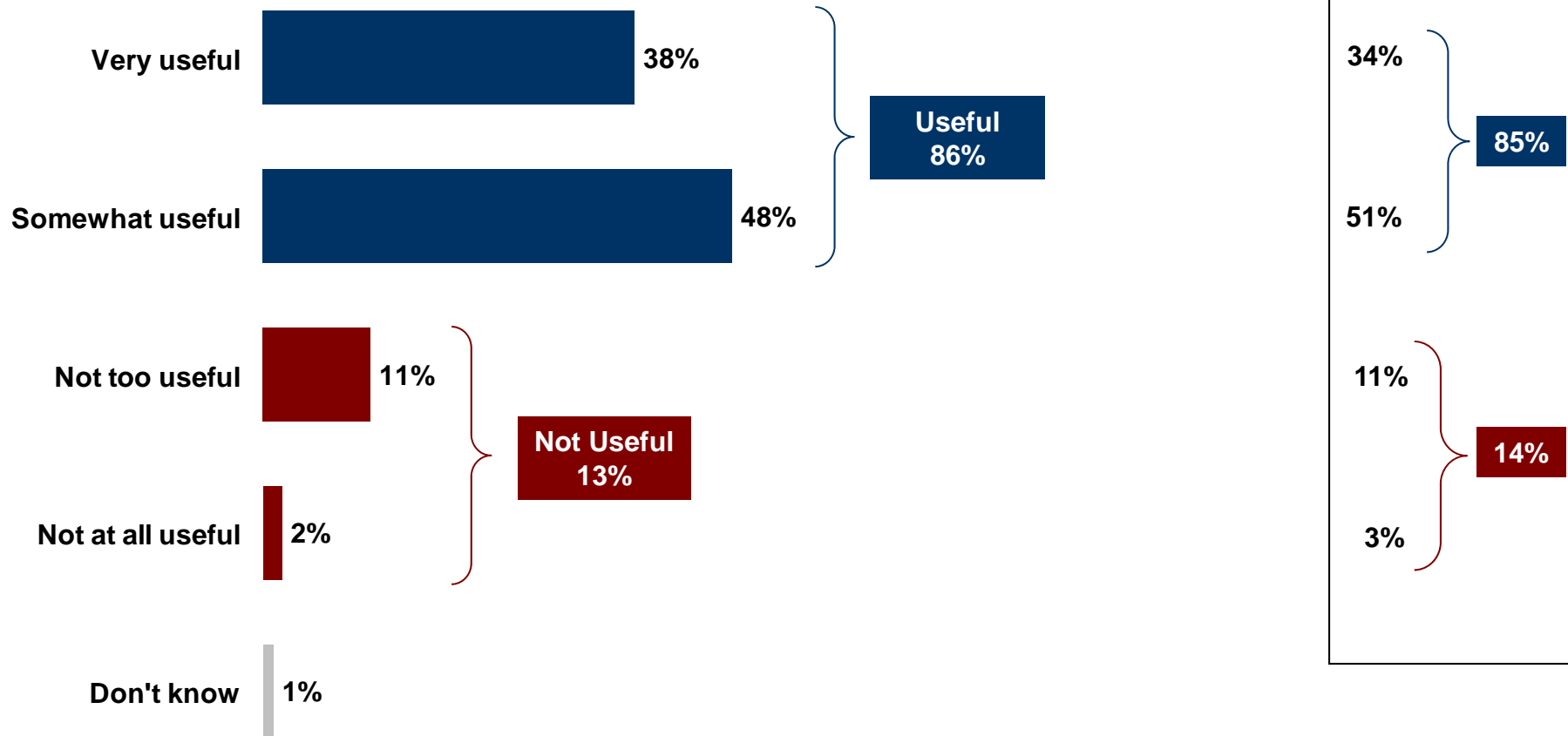


Norm
44% visited their
municipal government
in the past twelve
months



Those who use the website generally find it quite helpful

How useful was the content of information and services available on the website? Was it...?





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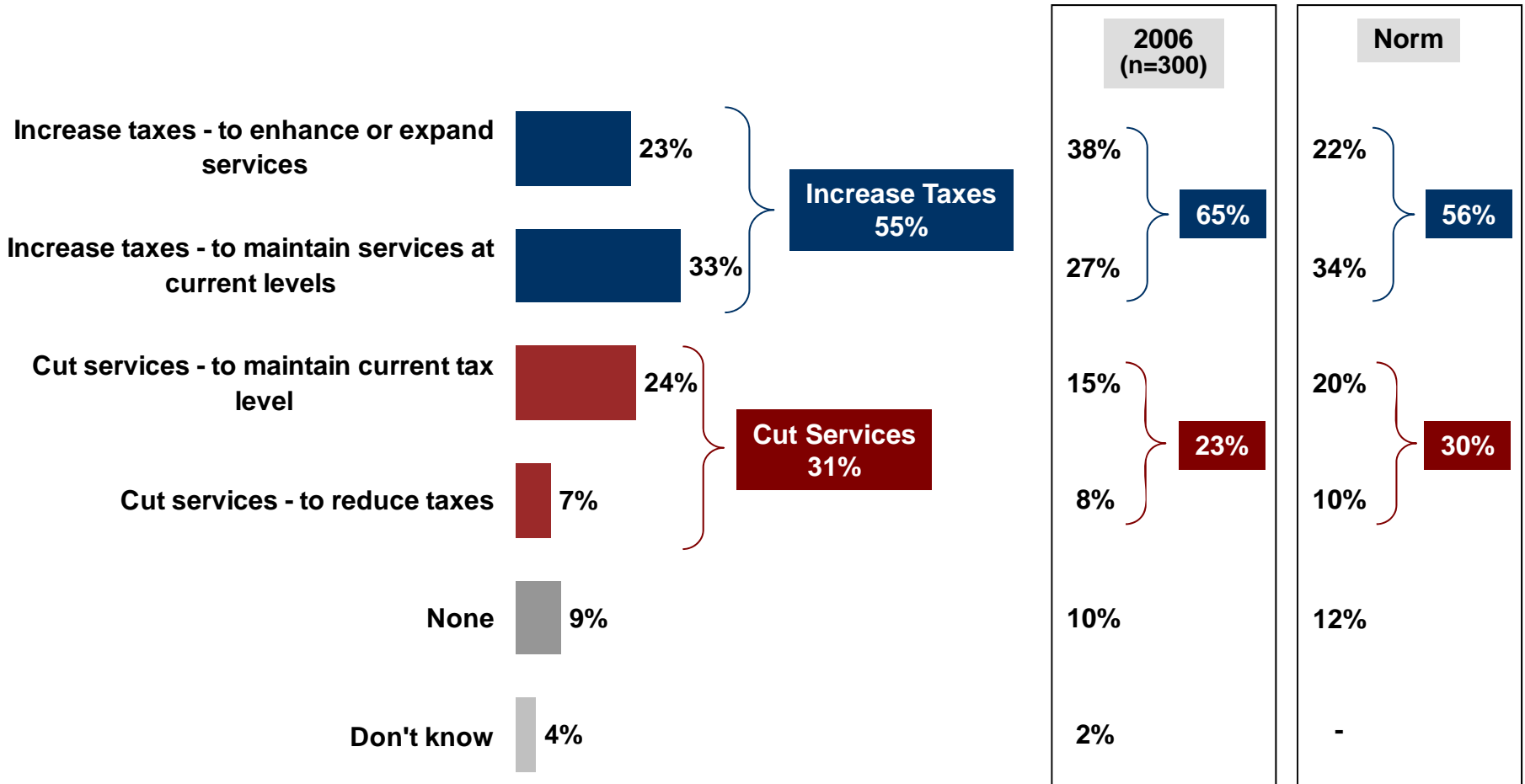
Financial Planning





Citizens would rather see their taxes increased than services cut

Municipal property taxes are the primary way to pay for services provided by the City of Pitt Meadows. Due to the increased cost of maintaining current service levels and infrastructure, the City of Pitt Meadows 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 Pitt Meadows to pursue?





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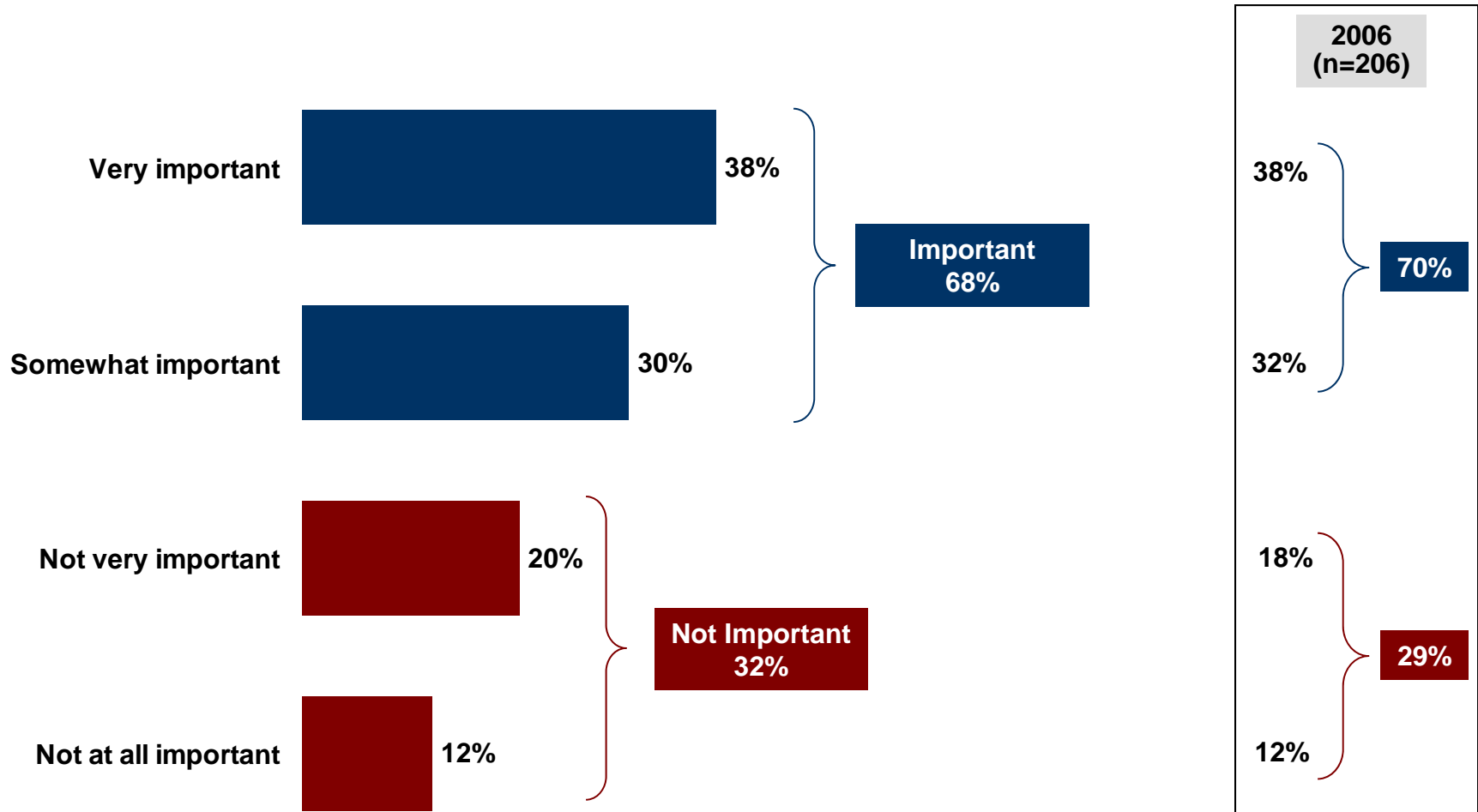
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Employment and Economy



Despite their current commute, citizens feel it is important to live and work in the same community

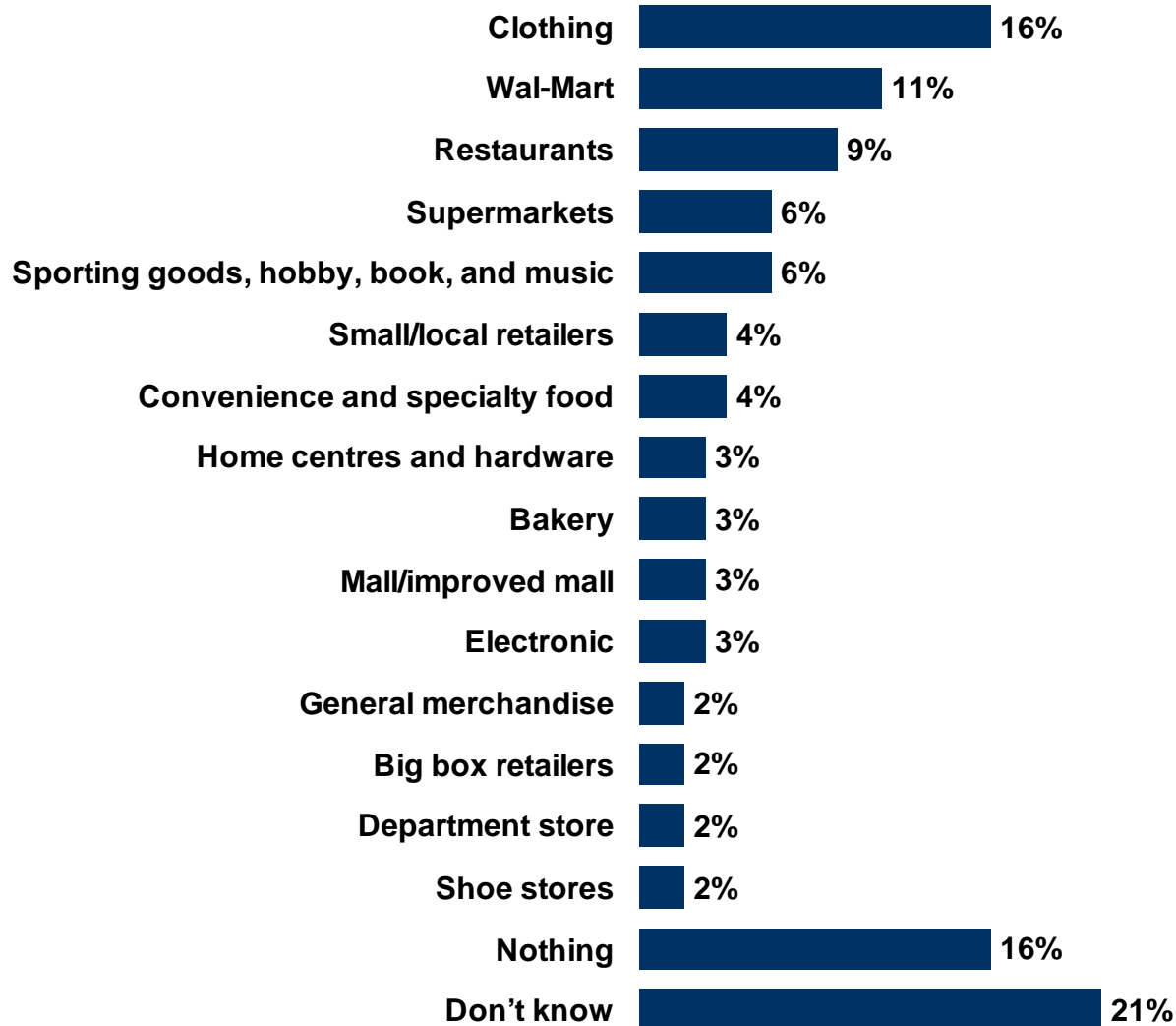
How important is it to you to live and work in the same community?
 Would you say very important, somewhat important, not very important or not at all important?





When it comes to retailers, citizens would prefer to see more clothing stores and a Wal-Mart

What types of retailers would you like to see more of in the community?



Only responses of 2% or more are shown.

Base: All respondents (n=300)



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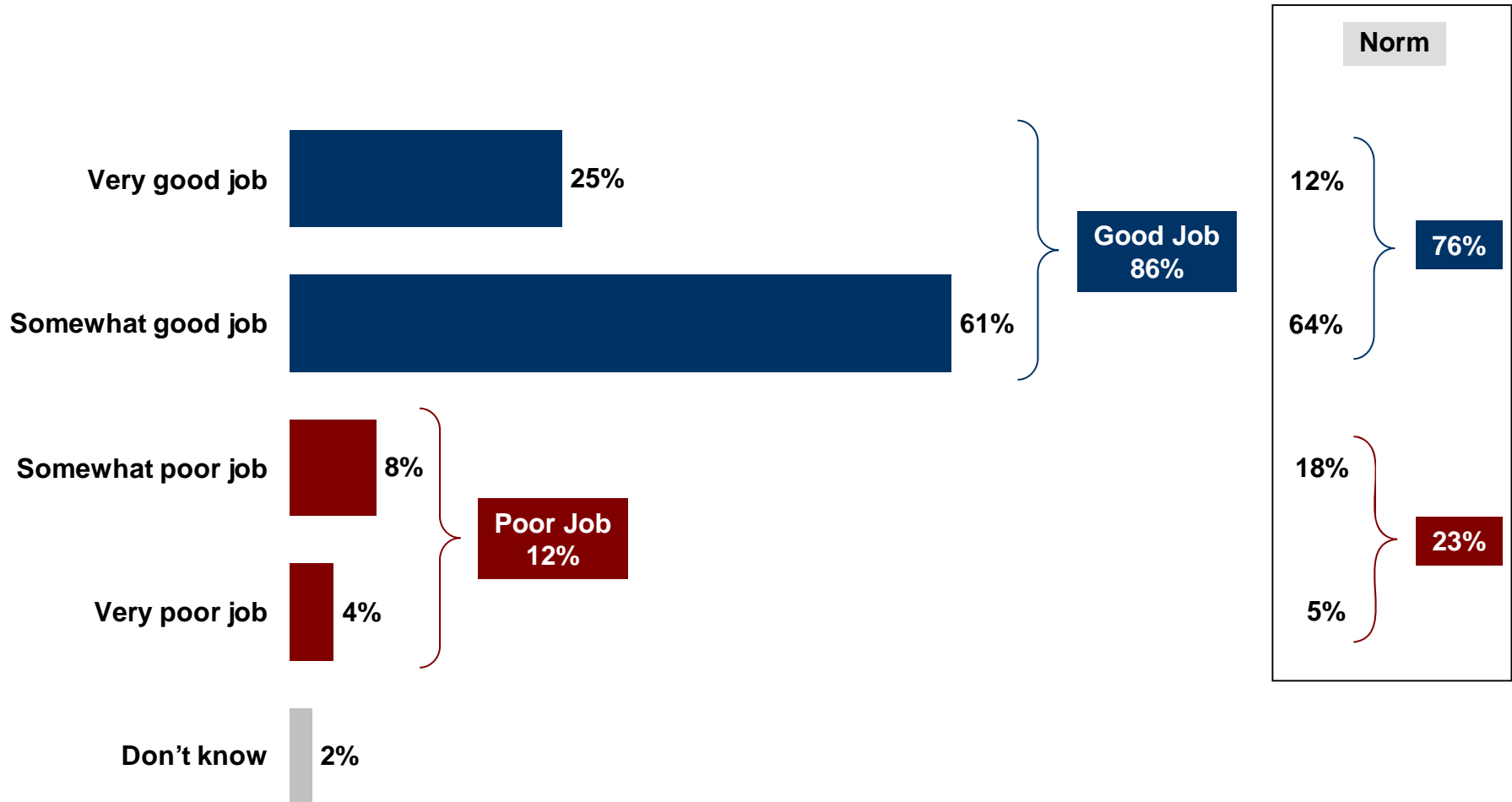
Environment





Most citizens think the City is doing a good job preserving and protecting the local environment

Overall, how would you rate the performance of the City of Pitt Meadows when it comes to preserving and protecting the local environment? Would you say...?



A large majority feel it is important that the City show leadership in green or sustainable projects

In your view, how important is it that the City shows leadership in green or sustainable projects?

