REPORT TO COUNCIL

To: **Mayor and Councillors**

Subject: 2019 Community Survey

From: Roy M. Beddow, RPP, MCIP
Deputy Director of Development Services

Date: December 3, 2019

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RECOMMENDATION:

That City Council receive the 2019 Community Survey for information.

PURPOSE:

To present the results of the 2019 Community Survey.

POLICY:

The City's 2017-2021 Strategic Plan includes the following initiative within the Communication result area:

Conduct a Community Survey tri-annually.

COMMENTS/ANALYSIS:

1. Introduction & Methodology

The 2019 Community Survey is the seventh comprehensive survey of community views in the City of Langley conducted since 2001. The purpose of the Community Survey, which is undertaken every three years, is to gather the views of residents to support municipal decision-making around services, policies and initiatives. Since 2004 the Community Surveys have utilized a random-select telephone interview methodology. The 2019 Community Survey conducted by Ipsos Public Affairs employed the same methodology to produce a statistically rigorous survey of the City's residents allowing comparisons with previous survey results (see Attachment 1 for 2019 survey results). Telephone interviews of 500 City of Langley households

were conducted to achieve statistically significant results for both the City's population and each of its six neighbourhoods.

In addition to the telephone survey, the 2019 Community Survey included, for the first time, a separate online component. The results of the online survey are not considered to be statistically representative of the population since the respondents "self-selected" their participation and "self-reported" their place of residence. The purpose of the online survey, however, was to seek input from residents not typically reached through conventional telephone surveys that only reach households with "land line" service accounts. A total of 439 responses that satisfied screening criteria (non-City residents and City of Langley employee household responses were excluded) were received.

2. Questions

As in previous surveys, the 2019 Community Survey included three categories of questions:

   a) Screening questions -   To identify characteristics of the respondent;
   b) Tracking questions - Measuring changes in responses to the same questions asked in previous surveys (relating to quality of life, satisfaction with City services, etc.); and
   c) "Top of Mind" questions - Concerning issues of current interest.

The "top of mind" questions selected for the 2019 Community Survey engaged the following topics and measured levels of support for related initiatives:

   • Parks & Recreation Improvements;
   • Affordable Housing Measures;
   • Cannabis Retail;
   • Performing Arts Centre;
   • Parking meters and permits;
   • Toter Service for Waste & Recycling; and
   • Planning & Land Use (*Nexus of Community*)
      - Neighbourhood commercial nodes
      - Development south of Nicomekl River
      - Secondary suites regulation

The same questions were asked in both the telephone and on-line surveys and the results were compiled separately.

3. Key Findings

The following is a selection of key findings from the telephone survey:

a) Tracking Questions

- 95% of residents rate the City's overall quality of life as "very good" or "good";
- Residents identify social issues (49%), crime (29%) and transportation (21%) as important community issues;
- 67% of residents agree that the City is a place where residents feel safe and secure;
- 93% of residents say they are satisfied with the overall level and quality of City services; and
- 87% of residents say they receive good value for their municipal tax dollars.

b) Top of Mind Questions

- Residents indicate support for several parks & recreation improvements including a wildlife interpretive centre along the Nicomekl River (76%), additional community gardens (74%), additional off-leash dog areas (65%), an indoor swimming pool (64%) and pocket parks in Downtown Langley (62%);
- 56% of residents say they would support allowing cannabis retail stores;
- 65% of residents support the development of neighbourhood commercial nodes in residential areas south of the Nicomekl River;
- 66% of residents indicated support for allowing secondary suites in separate detached buildings such as coach houses, garden suites or back yard suites;
- 84% of residents oppose the implementation of pay parking meters in Downtown Langley;
- 56% of residents oppose the issuance of parking permits to regulate on-street parking in areas with chronic shortages;
- 80% of residents say they would support the City funding part of the construction and operating cost of a performing arts centre in Downtown Langley; and
- 72% of residents say they would support the City moving to toter service for biweekly collection of waste and recyclables.

The results of the online survey generally align with the telephone survey in terms of direction, with some differences in the weighting of support or opposition for specific positions and initiatives (see page 81 in Attachment 1 for further details).

Staff also note that further details and analysis of the Community Survey results will be provided by Ipsos Public Affairs in a presentation to Council.

BUDGET IMPLICATIONS:

The 2019 Community Survey including telephone and online components was completed for a cost of $45,000.00. The project was funded under the 2019 Capital Improvement Plan (DS1 – Community Survey).

ALTERNATIVES:

N.A.

Respectfully Submitted,

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Roy M. Beddow, RPP, MCIP
Deputy Director of Development Services

Concurrence:

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Carl Johannsen, RPP, MCIP
Director of Development Services

Attachment:
1. 2019 Community Survey Report

CHIEF ADMINISTRATIVE OFFICER'S COMMENTS:

I support the recommendation.

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Francis Cheung, P. Eng.
Chief Administrative Officer

Langley City
THE PLACE TO BE