



# City of Langley

## 2016 Community Survey

FINAL REPORT

July 20, 2016



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# INTRODUCTION



# Background and Objectives

This report presents the findings of the City of Langley's 2016 Community Survey. The survey is conducted every three years to obtain residents' feedback on municipal programs, services, and other important community issues and overall quality of life. Ipsos has been conducting this survey for the City since 2004.

The key research objectives of the 2016 survey included:

- Identify important community issues;
- Assess perceptions of the quality of life in the City of Langley;
- Assess perceptions of community safety and security;
- Assess perceptions of City governance (accountability, openness);
- Measure satisfaction with municipal services;
- Determine the perceived value for taxes and preferred funding options;
- Assess perceptions of City communications, determine information needs, and measure viewership of City Council meetings;
- Measure usage and usefulness of the City's website and social media offerings (Facebook, Twitter);
- Gauge behaviours and attitudes regarding downtown Langley;
- Obtain suggestions for community amenities and services that the City could provide to residents;
- Determine demand for different types of community events; and,
- Measure support for allowing smaller lots south of the Nicomekl River.

The insight gained from this research will ultimately help the City evaluate current programs and policies, and ensure strategic plans continue to be in line with the needs and values of the community.

# Methodology

Ipsos conducted a total of 601 telephone interviews with a randomly selected sample of Langley residents aged 18 years or older. While previous surveys allowed a minimum age of 16, this was increased to 18 for the 2016 survey to focus on the opinions of adult residents.

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

All interviews were conducted between June 6 and 23, 2016.

Initially, completion targets were in place to ensure a representative sample of residents by neighbourhood, gender, and age. As fielding progressed, it became evident that younger residents were under-represented in the survey sample despite Ipsos' best efforts to engage this target segment. This likely occurred for three main reasons: 1) younger Canadians increasingly live in cell-phone only households that are not accessible for this type of telephone survey, 2) younger Canadians have always been less likely to participate in most types of survey research, and 3) younger Canadians are consistently less interested and engaged in municipal issues. Ultimately, in order to achieve the overall sample size of 601, it was necessary to open the age quota to allow a greater number of older residents.

The final data has been weighted to ensure the gender/age and neighbourhood distribution reflects that of the actual population in Langley according to the most recent Census data.

Overall results are accurate to within  $\pm 4.0$  percentage points, 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 results is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

## **Tracking to Previous Surveys**

Where appropriate, this year's results have been compared to similar surveys conducted by the City of Langley in previous years. Comparing the results of the surveys allows the City to understand how citizens' attitudes and priorities are changing, identify new or emerging issues facing the community, and assess the progress the City is making in addressing key issues.

## **Normative Comparisons**

Where appropriate, this year's results have been compared to Ipsos' database of municipal norms based on work we have conducted with other British Columbian municipalities within the past five years. These normative comparisons provide additional insight, context, and benchmarks against which the City of Langley can evaluate its performance.



## EXECUTIVE SUMMARY



# Executive Summary

## Quality of Life

**Citizens appreciate a variety of things about life in Langley.** When asked what they like best about living in the City of Langley, residents' top three open-ended responses are "location", "local/nearby amenities", and "community/neighbourhood". Other mentions include "size/smaller city", "parks/green space", "quiet/peaceful", and "walkability", among others.

**Perceptions of Langley's overall quality of life remain highly favourable.** Consistent with previous surveys, nearly all citizens this year rate the overall quality of life in Langley as either 'very good' or 'good'.

**However, residents demonstrate mixed opinions of how the quality of life has changed over the past three years.** While half say the quality of life in Langley has 'stayed the same' over the past three years, nearly two-in-ten say it has 'improved' compared to nearly three-in-ten saying it has 'worsened'. Directional comparisons to previous years indicate that perceptions have deteriorated since 2013.

- Among those who think the quality of life has 'improved', the main open-ended reason is "more parks/recreational areas", followed by "well-maintained/clean", "improved public safety", "increased/improved housing", and "more businesses". These results are different from 2013, when "growth/development" was the primary driver of improved impressions.
- Among those who think the quality of life has 'worsened', the main open-ended reason is "increased poverty/homelessness". Other contributing factors include crime ("increased crime/drug activity", "decreased public safety", "decreased law enforcement/police presence") and growth ("population growth", "overdevelopment"). Mentions of "increased poverty/homelessness" have nearly tripled this year as compared to 2013. However, mentions of "increased crime/drug activity" have dropped significantly.

# Executive Summary

## Issue Agenda

**The leading top-of-mind community issue this year relates to social concerns.** Social issues are predominately comprised of open-ended mentions related to “poverty/homelessness”; other specific social issues include “housing/lack of affordable housing” and “seniors’ services”. While social issues have traditionally placed at or near the top of Langley’s public issue agenda, mentions of social issues have increased significantly this year as compared to 2013 and represent a new all-time high.

**Crime is also a growing concern.** Following social, crime is the next most commonly cited community issue this year, and includes unspecified “crime” mentions as well as mentions of “public safety”, “drugs”, “policing/law enforcement”, and “theft/break-ins”. Crime-related mentions have increased significantly this year as compared to 2013 and represent a new all-time high.

**Transportation is another important community issue although down from 2013.** Transportation-related issues are the third most commonly cited community issue this year. Transportation includes mentions of “condition of streets/sidewalks”, “traffic congestion”, “transportation (unspecified)”, “quality/level of public transit”, “parking”, and “speeding traffic”. While transportation was the leading top-of-mind issue in 2013, transportation-related mentions have dropped significantly this year.

## Community Safety and Security

**The majority of residents continue to perceive Langley as a generally safe place to live.** Despite the increased emphasis on crime on this year’s public issue agenda, perceptions of community safety and security are on par with previous years, with seven-in-ten residents agreeing that ‘the City of Langley is a place where residents feel safe and secure’.

**However, residents feel less secure in their community now as compared to three years ago.** When asked whether they generally feel more or less secure in their community now as compared to three years ago, approximately three-in-ten say they feel more secure compared to nearly half saying they feel less secure. Another two-in-ten say this has not changed. Directional comparisons to previous years show similar results.

## City Governance

**Perceptions of the City’s governance have improved significantly this year.** While citizens have traditionally expressed positive views of the City’s governance, this year’s results are even higher than in the past, with strong majorities agreeing that the ‘City of Langley is accountable to the community for leadership and good governance’ and ‘the City of Langley believes in and practices open and accessible government’.

# Executive Summary

## City Services

**Overall satisfaction with City services remains high.** Consistent with previous surveys, nearly all citizens this year say they are either ‘very’ or ‘somewhat’ satisfied with the overall level and quality of services provided by the City of Langley.

**Satisfaction also extends to the delivery of specific services.** Of the 10 tested services, 8 receive a satisfaction score higher than 80%. The two exceptions are bylaw enforcement and road conditions, although even these are deemed satisfactory by more than seven-in-ten citizens. Year-over-year comparisons show that satisfaction has increased significantly for a number of services since 2013, with marked improvements seen for recreation facilities, the library, recycling and garbage services, boulevard maintenance, and emergency preparedness.

## Financing

**Perceptions of value for taxes remain high.** Overall, close to nine-in-ten citizens say they receive either ‘very good value’ or ‘fairly good value’ for their municipal tax dollars. The perceived value for taxes has been steadily increasing over the past few years, and while this year’s results are not significantly different from 2013, they are markedly higher than 2010.

**Citizens continue to demonstrate a strong preference for tax increases over service cuts.** When given a choice between increased taxes or service cuts, nearly six-in-ten choose increased taxes while three-in-ten opt for service cuts. The percentage saying increase taxes has increased significantly this year as compared to 2013.

**Citizens are moderately supportive of the City incurring debt or increasing property taxes to help finance infrastructure renewal.** Overall, six-in-ten say they would support the City ‘incurring debt’. Slightly fewer say they would support the City ‘increasing property taxes’. In both instances, relatively large minorities express opposition, with approximately two-in-ten saying ‘strongly oppose’.

# Executive Summary

## Communication with Residents

**The majority of citizens continue to be satisfied with the opportunities for input.** Consistent with previous years, three-quarters of citizens this year say they are satisfied with the opportunities they have to be heard regarding decisions affecting their neighbourhood. Approximately one-quarter indicate this could be improved.

**Citizens continue to demonstrate a variety of information and communication preferences.** Consistent with 2013, citizens' leading open-ended information requests this year include "financial (budget/taxes/spending)", "changes impacting my local area (road closures, repairs, etc.)", "community planning", and "anything/all information". When asked how they would prefer to receive information from the City, the top open-ended responses are "direct mail (flyers, newsletters, etc.)", "email (includes City newsletter, recreation guide)", and "newspaper". "Direct mail" was also the leading communication channel in 2013. Mentions of "email" appear to have increased this year although these results are not directly comparable due to slight differences in coding.

**Just over two-in-ten citizens say they personally viewed at least one Langley City Council meeting in the past 12 months, either by attending in-person or watching live broadcasts on Shaw TV cable or by web-streaming.** Directional comparisons suggest this is on par with 2013. Among those who have not viewed any City Council meetings in the past 12 months, the leading open-ended reasons are "not aware of when meetings are held/broadcast", "not interested", "too time consuming", and "busy with other commitments". Mentions of "not aware of when meetings are held/broadcast" have decreased significantly from 2013.

**Callers to the City's main telephone line have mixed opinions of the pre-recorded menu.** Fewer than two-in-ten citizens say they have personally called the City's main line and heard the pre-recorded menu of options. Among these respondents, just over half say they are satisfied with their experience. A large minority say they are not satisfied, including nearly three-in-ten saying 'not at all satisfied'.

## City Website and Social Media

**Approximately six-in-ten residents say they personally visited the City of Langley's website in the past 12 months.** A strong majority of these respondents say they found the content of information and online services useful. Directional comparisons to previous years suggest usage and perceptions of the City's website have increased since 2013.

**Usage of the City's social media is significantly lower,** with approximately one-in-ten saying they visited the City's Facebook page and even fewer saying they visited the City's Twitter page in the past 12 months. While small base sizes limit any statistically meaningful analysis, those who visited the City on social media appear to have found the information useful. In both cases, the main reason given for not visiting the City on social media is "don't use/have Facebook/Twitter", followed by "not interested/no need". "Unaware of City's Facebook/Twitter page" is a factor for some. Tracking comparisons are unavailable for this question.

# Executive Summary

## Downtown

**Most residents regularly visit downtown Langley.** More than eight-in-ten citizens say they visit downtown Langley at least once in a typical week. The average number of downtown visits is 3.4 times per week. The primary open-ended reason for visiting downtown Langley is “shopping”; other reasons include “dining”, “professional services (banks, salons, medical, etc.)”, “walking”, “library”, and “parks and recreation”, among others. When asked how long their trips downtown typically last, three-quarters of residents say less than two hours. Downtown visitation and behaviours are consistent with 2013.

**While a strong majority of residents say they feel safe when visiting downtown Langley in the daytime, significantly fewer feel safe when visiting during evening hours.** A similar difference in opinion was seen in 2013, although year-over-year comparisons show that perceptions of downtown safety during the day have decreased over the past few years.

**There is some interest in increased hours of operation,** with close to four-in-ten residents saying they would visit downtown Langley more often if stores were open in the evening and on Sundays. Interest in increased hours of operation has grown significantly from 2013.

**The majority of residents say it is easy to find parking in downtown Langley and are opposed to implementing pay parking meters to provide greater turnover.** Close to three-quarters of residents say it is easy to find parking in downtown Langley. There is little support for implementing pay parking meters in downtown Langley in an effort to provide greater turnover, with fewer than two-in-ten residents saying they would support pay parking meters. More than eight-in-ten are opposed, including nearly seven-in-ten saying ‘strongly oppose’.

**When asked for suggestions of shops or services that they would like to see more of in downtown Langley, more than four-in-ten residents decline to provide any specific suggestions.** Of the open-ended suggestions that are provided, the leading responses include “restaurants/fast food” and “clothing”, followed by “bank/financial institutions” and “grocery/food”. These results are consistent with 2013.

# Executive Summary

## Other Issues

**When asked for specific community amenities or services that they would like to see the City provide, nearly six-in-ten residents decline to provide any specific suggestions.** Of the open-ended suggestions that are provided, “recreational/facilities/programs/services” tops the list, followed by “parks/green space/trails” and “policing/law enforcement”, among others.

**Of the tested types of community events, citizens are most interested in seeing more free family events.** This is followed by musical events, festivals, and arts and cultural events. Citizens are comparatively less interested in seeing more sport events and theatre. This year’s results are generally consistent with 2013.

**Langley residents have divided opinions as to whether the City should allow smaller lots south of the Nicomekl River in an effort to help attract new investment and revitalize older neighbourhoods.** Overall, more than four-in-ten residents say they would support allowing smaller lots while half are opposed. The intensity of opposition (e.g., ‘strongly oppose’) is almost three times the intensity of support (e.g., ‘strongly support’). Directional comparisons to 2010 (the last time this question was asked) show similar results.

# Executive Summary

## Key Takeaways

1. Overall, citizens demonstrate predominately positive views of the community and City.
2. Perceptions of the quality of life in Langley remain strong although opinions on the direction quality of life is taking are mixed.
3. Social issues (particularly poverty and homelessness) are a growing concern and top this year's public issue agenda.
4. While the majority of citizens continue to perceive Langley as a generally safe place to live, concerns over crime are growing and residents feel less secure in their community now as compared to three years ago. Perceptions of downtown Langley safety during the day have declined since 2013 although are still significantly higher than perceptions of downtown safety in the evening.
5. Significant improvements in City performance are seen this year as compared to 2013, with markedly higher ratings reported for accountability and openness as well as the delivery of specific services (recreation facilities, library, recycling and garbage services, boulevard maintenance, and emergency preparedness). The perceived value for taxes has also been steadily increasing over the past few years.
6. Citizens continue to demonstrate a strong preference for tax increases over service cuts. Citizens are moderately supportive of the City incurring debt or increasing property taxes to help finance infrastructure renewal.
7. City communications appear generally aligned with citizens' needs. Opinions of the main telephone line's pre-recorded menu of options are mixed.
8. Citizens continue to visit downtown Langley regularly, primarily for shopping. Interest in increased hours of operation for downtown businesses has increased significantly from 2013 although is not yet at majority levels.
9. The availability of parking in downtown Langley is sufficient for most residents and there is little support for implementing pay parking meters to encourage greater turnover.
10. Residents have divided opinions as to whether the City should allow smaller lots south of the Nicomekl River in an effort to help attract new investment and revitalize older neighbourhoods.



## QUALITY OF LIFE



# Favourite Community Attributes

Citizens appreciate a variety of things about life in Langley. When asked what they like best about living in the City of Langley, residents' top three open-ended responses are "location" (16%), "local/nearby amenities" (11%), and "community/neighbourhood" (10%). Other mentions include "size/smaller city" (9%), "parks/green space" (7%), "quiet/peaceful" (6%), and "walkability" (6%), among others.

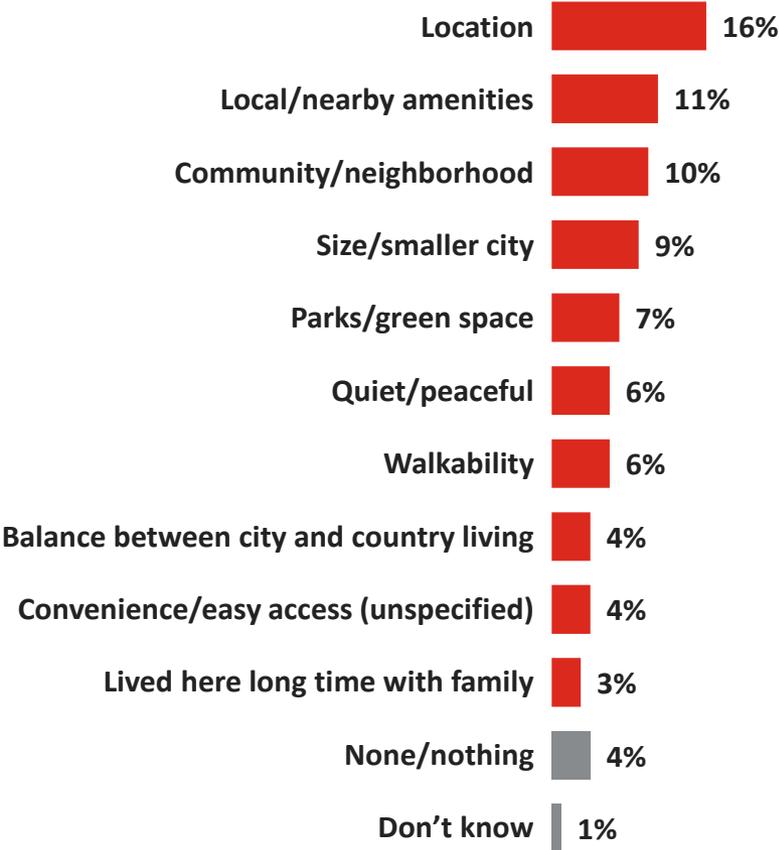
## ***Analysis by Demographic Subgroup***

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

- Mentions of "location" are higher among those living in Nicomekl and Douglas (20% and 18% vs. a low of 4% in Simonds) and those with household incomes of \$40k+ (includes 17% of \$40k-<\$100k and 20% of \$100k+ vs. 7% of <\$40k).
- Mentions of "local/nearby amenities" are higher among those who have lived in Langley for 21+ years (15% vs. 12% of 10 years or less, 6% of 11-20 years).
- Mentions of "community/neighbourhood" are higher among those living in Blacklock (22% vs. lows of 8% in Nicomekl, 9% in Douglas).

# Favourite Community Attributes

(Coded Open-Ends)



Mentions <3% not shown.

Q2. What do you like best about living in the City of Langley?

Base: All respondents (n=601)

# Overall Quality of Life

Citizens continue to demonstrate positive perceptions of the quality of life in Langley, with 96% rating the overall quality of life as either 'very good' (33%) or 'good' (63%).

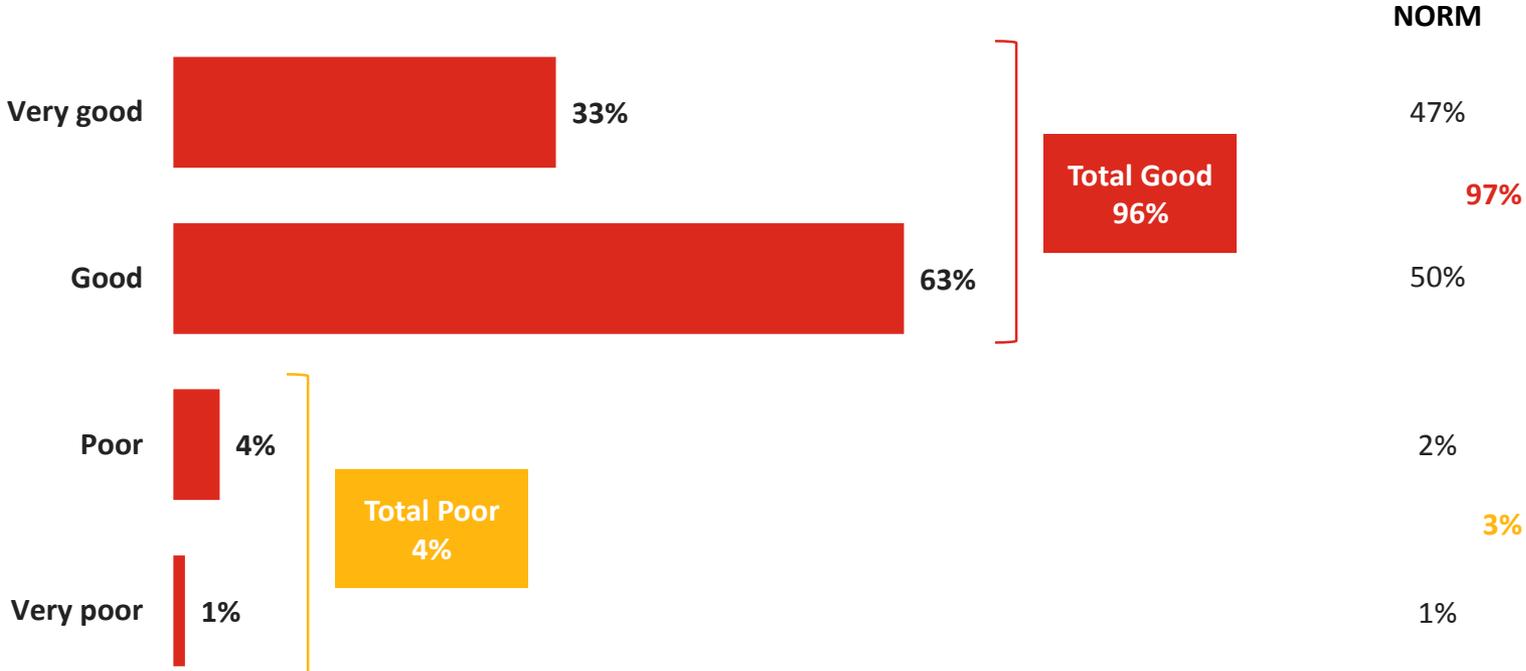
- Analysis of year-over-year tracking data shows that citizens have consistently rated the quality of life in Langley highly, and this year's results are not significantly different from 2013.
- Overall perceptions (combined 'very good/good' responses) of the quality of life in Langley this year are on par with what is typically seen in other British Columbian municipalities. However, the intensity of ratings (e.g., 'very good') is significantly lower in Langley.

## ***Analysis by Demographic Subgroup***

Overall perceptions (combined 'very good/good' responses) of the quality of life in Langley are high across all key demographic subgroups. However, some significant differences are seen when looking at the intensity of ratings, with higher 'very good' responses reported by:

- Those who are 45+ years of age (includes 39% of 45-54 years, 36% of 55-64 years, and 46% of 65+ years vs. 23% of 18-44 years);
- Those living in households without children under the age of 18 (38% vs. 23% of those with children at home); and,
- Those who have lived in Langley for 21+ years (40% vs. 29% of 10 years or less, 33% of 11-20 years).

# Overall Quality of Life



	2004	2007	2010	2013	2016
	(n=600)	(n=600)	(n=600)	(n=600)	(n=601)
<b>Total Good</b>	96%	98%	96%	95%	96%
<b>Very good</b>	37%	34%	31%	31%	33%

Q3. How would you rate the overall quality of life in the City of Langley today?

Base: All respondents (n=601)

# Change in Quality of Life Past Three Years

When asked how the quality of life in Langley has changed over the past three years, half (50%) say it has ‘stayed the same’. Another 18% say ‘improved’ and 28% say ‘worsened’, yielding a net momentum score of -10 percentage points.

- While not directly comparable to previous years due to differences in question wording, this year’s net score is notably lower than 2013. Analysis of year-over-year tracking data shows wide variation in the net score over the past 12 years.
- On the whole, Langley residents are more negative than the municipal norm when considering how the quality of life in their community has changed over the past few years.

Residents who think the quality of life has ‘improved’ primarily attribute this to “more parks/recreational areas” (23%). Other open-ended responses include “well-maintained/clean” (13%), “improved public safety” (8%), “increased/improved housing” (8%), and “more businesses” (8%), among others.

- These results are different from 2013, when “growth/development” was the primary driver of improved impressions.

Conversely, residents who think the quality of life has ‘worsened’ cite “increased poverty/homelessness” (34%) as the leading open-ended reason behind deteriorating perceptions. Other contributing factors include crime (19% “increased crime/drug activity”, 2% “decreased public safety”, 2% “decreased law enforcement/police presence”) and growth (12% “population growth”, 6% “overdevelopment”), among others.

- Mentions of “increased poverty/homelessness” have nearly tripled this year as compared to 2013. However, mentions of “increased crime/drug activity” have dropped significantly.

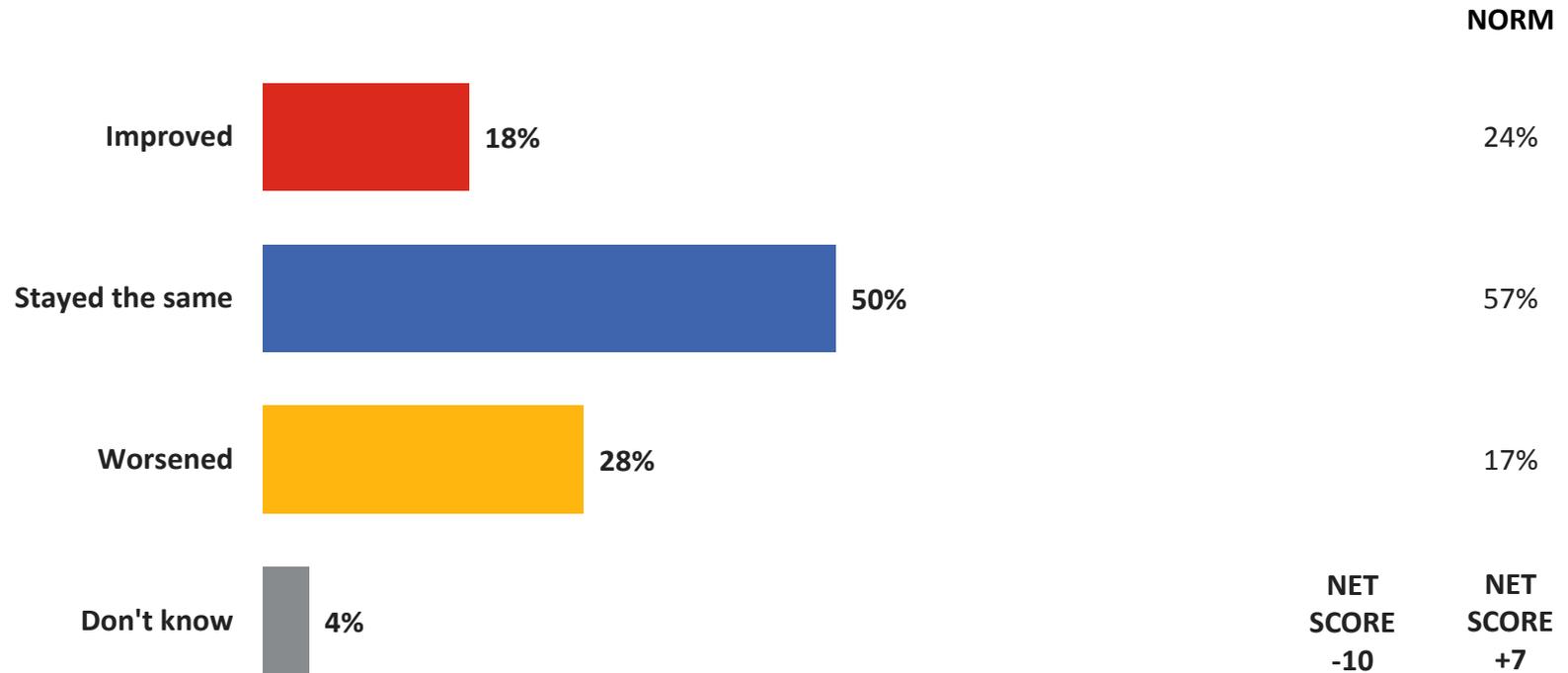
## ***Analysis by Demographic Subgroup***

Residents who live in Douglas and Nicomekl are the most likely to say the quality of life has ‘improved’ (21% and 20% vs. a low of 4% in Alice Brown).

Conversely, perceptions of a ‘worsened’ quality of life are significantly higher among:

- Women (33% vs. 23% of men);
- Those who are 45-54 years of age (37% vs. 27% of 18-44 years, 27% of 55-64 years, 26% of 65+ years); and,
- Those with higher household incomes (42% of \$100k+ vs. 26% of <\$40k, 24% of \$40k-<\$100k).

# Change in Quality of Life Past Three Years



	2004	2007	2010	2013	2016
	(n=600)	(n=600)	(n=600)	(n=600)	(n=601)
<b>NET Score</b>	+10	-13	-3	-1	-10

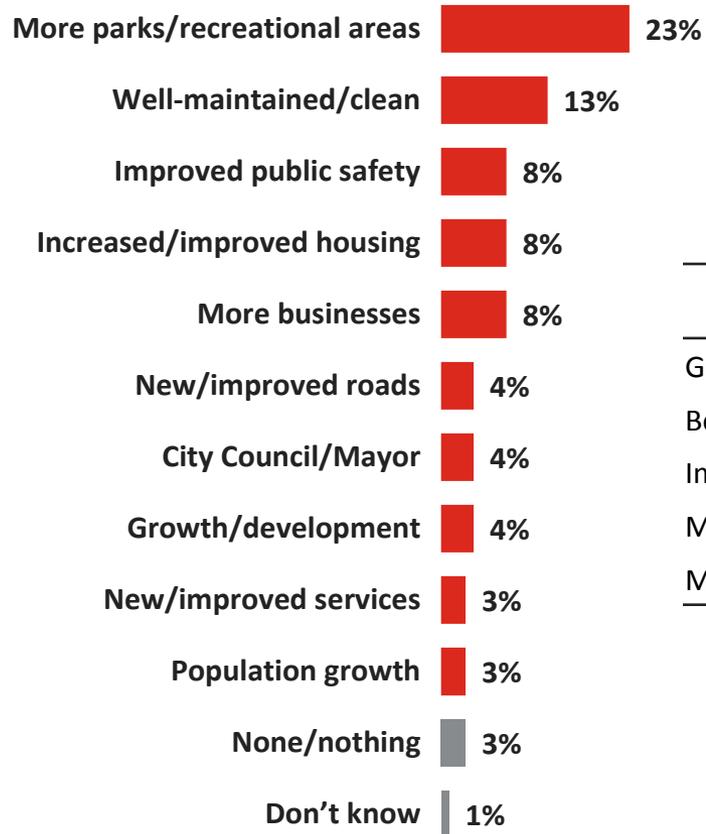
Previous surveys asked residents how they felt the quality of life had changed over the past five years.

Q4. And, do you feel that the quality of life in the City of Langley in the past three years has improved, stayed the same, or worsened?

Base: All respondents (n=601)

# Reasons Quality of Life has Improved

(Among those saying the quality of life has improved) (Coded Open-Ends)



Mentions <3% not shown.

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TOP MENTIONS 2013 (n=122)	
Growth/development	25%
Better/more service	14%
Improved public safety	10%
More/improved roads	8%
More parks/recreational areas	6%

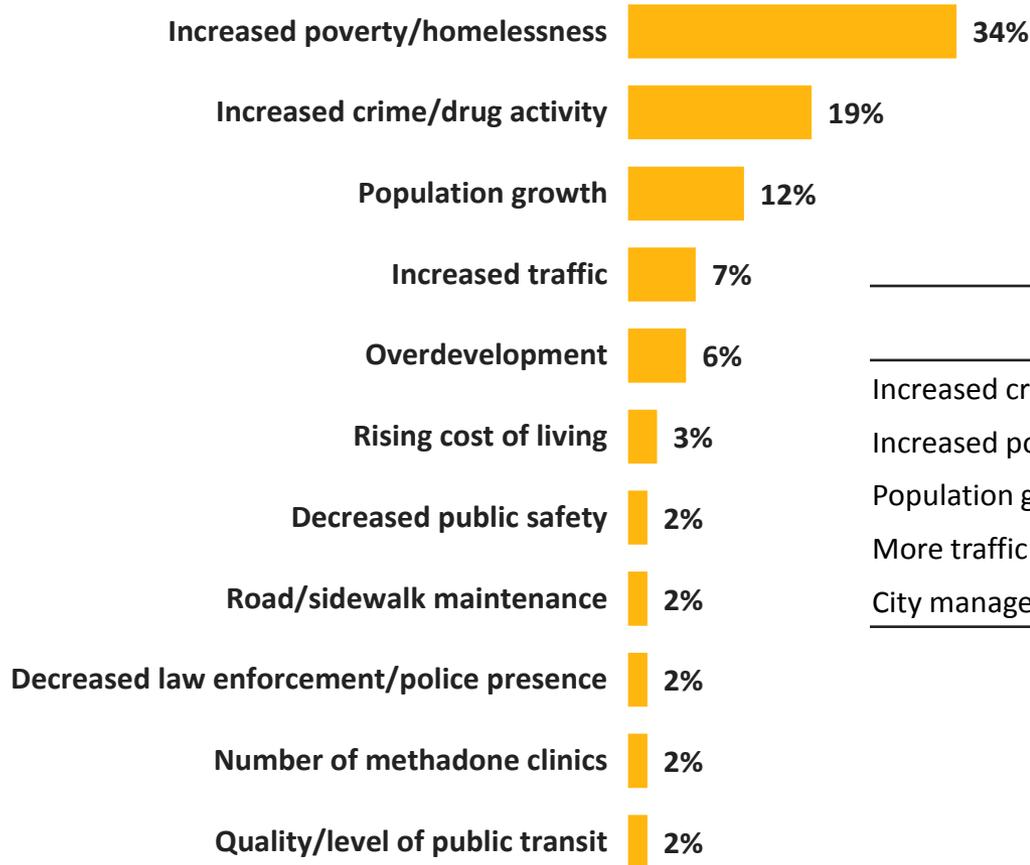
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Q5. Why do you think the quality of life has improved?

Base: Those saying the quality of life has improved (n=100)

# Reasons Quality of Life has Worsened

(Among those saying the quality of life has worsened) (Coded Open-Ends)



Mentions <2% not shown.

TOP MENTIONS (2013) (n=139)	
Increased crime/drug activity	37%
Increased poverty/homelessness	13%
Population growth	13%
More traffic	9%
City management	4%

Q6. Why do you think the quality of life has worsened?

Base: Those saying the quality of life has worsened (n=172)



## ISSUE AGENDA



# Most Important Community Issues

The leading top-of-mind community issue this year relates to **social** concerns, garnering 39% of total mentions. Social issues are predominately comprised of open-ended mentions related to “poverty/homelessness” (33%). Other specific social issues include “housing/lack of affordable housing” (5%) and “seniors’ services” (2%).

- Mentions of social issues have increased significantly this year as compared to 2013. Analysis of year-over-year tracking data shows that while social issues have traditionally placed at or near the top of the public issue agenda, this year’s results represent a new all-time high.
- Social mentions in Langley are significantly higher than the municipal norm.

Following social issues, other important community issues in Langley this year include:

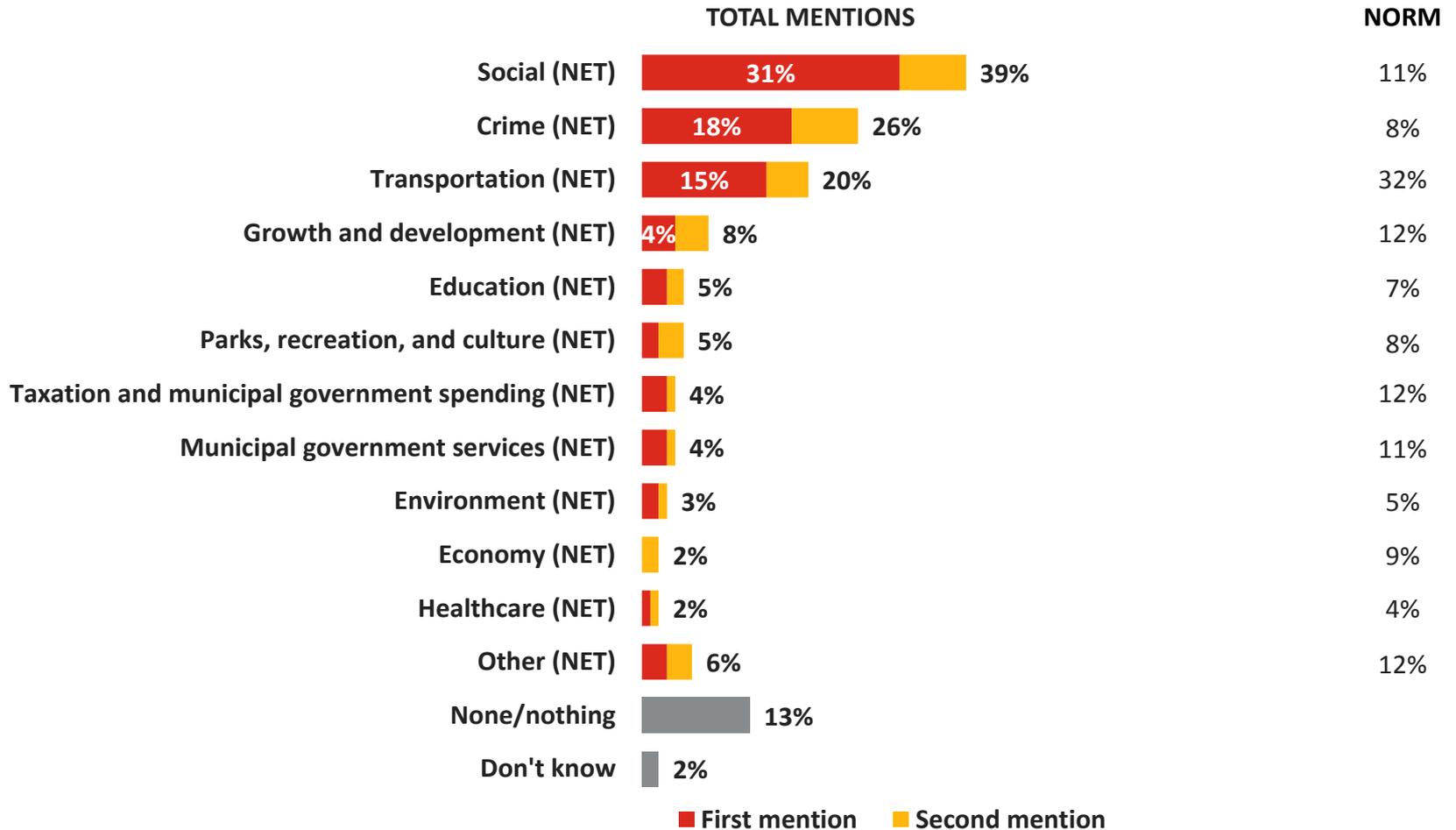
- **Crime** (26%) – comprised of unspecified “crime” mentions (12%) as well as mentions of “public safety” (5%), “drugs” (5%), “policing/law enforcement” (3%), and “theft/break-ins” (1%).
  - Crime-related mentions have increased significantly this year as compared to 2013 and represent a new all-time high.
  - Mentions of crime in Langley are significantly higher than the municipal norm.
- **Transportation** (20%) – comprised of mentions related to “condition of streets/sidewalks” (6%), “traffic congestion” (4%), “transportation (unspecified)” (4%), “quality/level of public transit” (3%), “parking” (2%), and “speeding traffic” (1%).
  - While transportation was the leading top-of-mind issue in 2013, transportation-related mentions have dropped significantly this year.
  - Mentions of transportation in Langley are significantly lower than the municipal norm. In fact, transportation generally tops the public issue agenda of other British Columbian municipalities.

## *Analysis by Demographic Subgroup*

- **Social** is more often mentioned by women (44% vs. 33% of men), those living in Douglas (48% vs. lows of 22% in Alice Brown, 27% in Simonds), and those who have lived in Langley for 21+ years (46% vs. 40% of 10 years or less, 32% of 11-20 years).
- **Crime** is more often mentioned by those with household incomes of \$40k-<\$100k (34% vs. 17% of <\$40k, 23% of \$100k+).
- **Transportation** is more often mentioned by those living in Nicomekl and Simonds (both 25% vs. a low of 7% in Blacklock).

# Most Important Community Issues

(Coded Open-Ends, Multiple Responses Allowed)



Q1. In your view, as a resident of the City of Langley, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: All respondents (n=601)

# Most Important Community Issues

(Coded Open-Ends, Multiple Responses Allowed)

<b>TOTAL MENTIONS</b>				
	<b>2007</b>	<b>2010</b>	<b>2013</b>	<b>2016</b>
	(n=600)	(n=600)	(n=600)	(n=601)
<b>Social (NET)</b>	30%	29%	19%	39%
<b>Crime (NET)</b>	21%	24%	18%	26%
<b>Transportation (NET)</b>	30%	20%	27%	20%
<b>Growth and development (NET)</b>	2%	5%	5%	8%
<b>Education (NET)</b>	16%	11%	7%	5%
<b>Parks, recreation, and culture (NET)</b>	5%	7%	6%	5%
<b>Taxation and municipal government spending (NET)</b>	4%	11%	6%	4%
<b>Municipal government services (NET)</b>	8%	6%	4%	4%
<b>Environment (NET)</b>	0%	2%	1%	3%
<b>Economy (NET)</b>	0%	5%	1%	2%
<b>Healthcare (NET)</b>	3%	4%	3%	2%

Q1. In your view, as a resident of the City of Langley, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: All respondents



## COMMUNITY SAFETY AND SECURITY



# Agreement with Community Safety and Security Statement

Despite the increased emphasis on crime on this year's public issue agenda, the majority of residents continue to perceive Langley as a generally safe place to live. Overall, seven-in-ten (71%) residents agree (20% 'strongly agree', 51% 'somewhat agree') that **the City of Langley is a place where residents feel safe and secure**. Conversely, 28% disagree with this statement, including 9% saying 'strongly disagree' and 20% saying 'somewhat disagree'.

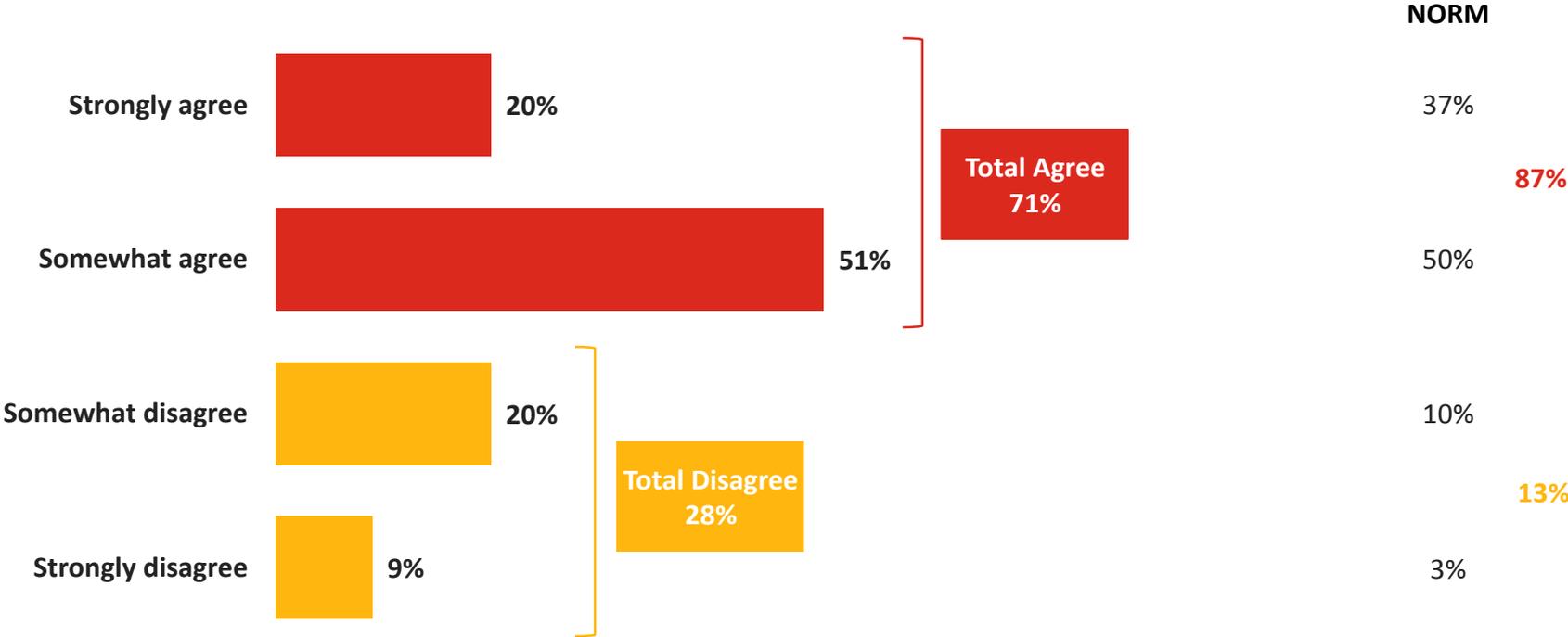
- Perceptions of community safety and security have not significantly changed from 2013.
- However, perceptions of community safety and security in Langley are significantly lower than the municipal norm.

## *Analysis by Demographic Subgroup*

Residents who are significantly more likely to agree (combined 'strongly/somewhat agree' responses) that Langley is a place where residents feel safe and secure include:

- Men (77% vs. 66% of women); and,
- Those living in Uplands and Simonds (85% and 83% vs. a low of 65% in Nicomekl).

# Agreement with Community Safety and Security Statement



	2004	2007	2010	2013	2016
	(n=600)	(n=600)	(n=600)	(n=600)	(n=601)
<b>Total Agree</b>	82%	75%	71%	72%	71%
<b>Strongly agree</b>	24%	19%	21%	18%	20%

Q7. I'm now going to read a few statements about the City of Langley and would like you tell me if you agree or disagree with each one. (Is that strongly or somewhat agree/disagree?) [The City of Langley is a place where residents feel safe and secure.]

Base: All respondents (n=601)

# Change in Community Security Past Three Years

When asked whether they generally feel more or less secure in their community now as compared to three years ago, 29% of residents say they feel more secure compared to 47% saying they feel less secure. Another 20% say this has not changed.

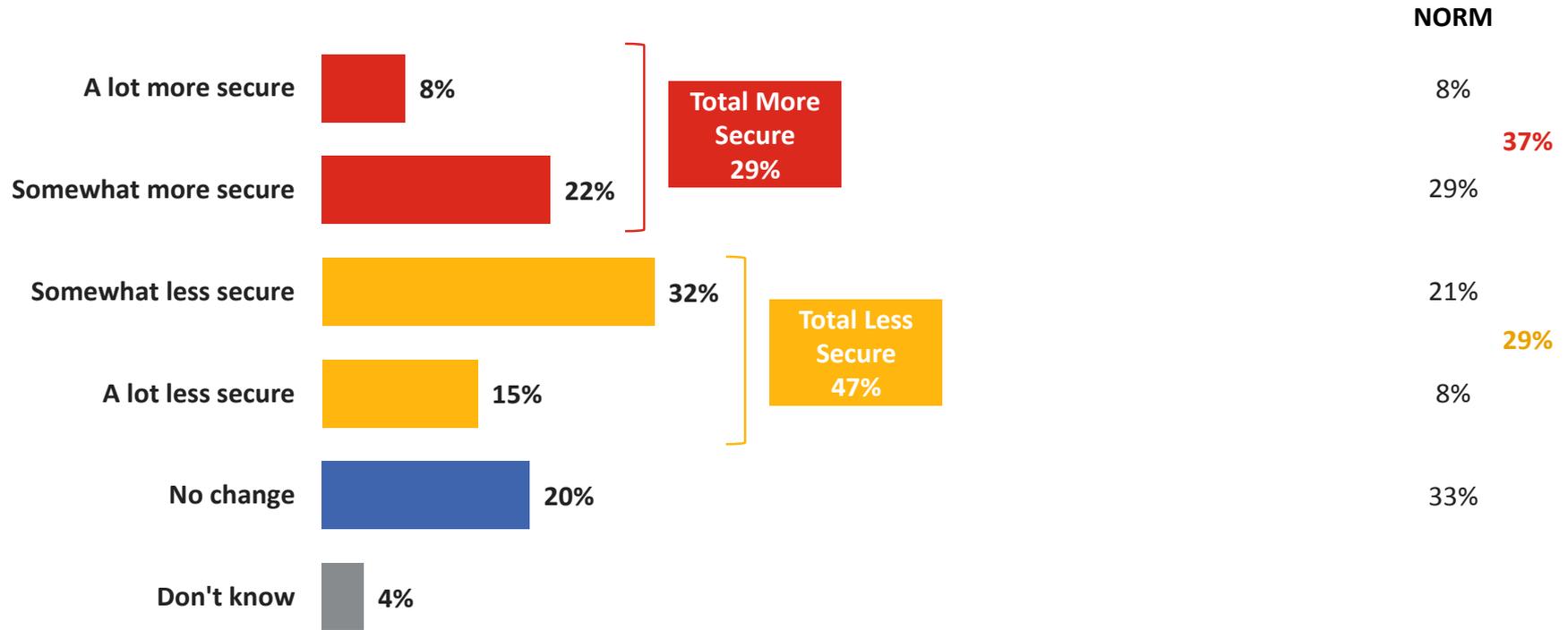
- While not directly comparable to previous years due to differences in question wording, this year's results appear on par with 2013.
- On the whole, Langley residents are more negative than the municipal norm when considering how community security has changed over the past few years.

## ***Analysis by Demographic Subgroup***

Residents who are significantly more likely to say they feel less secure include:

- Women (57% vs. 36% of men);
- Those living in households with children under the age of 18 (54% vs. 43% of those without children at home); and,
- Those who have lived in Langley for 21+ years (56% vs. 41% of 10 years or less, 50% of 11-20 years).

# Change in Community Security Past Three Years



	2007	2010	2013	2016
	(n=600)	(n=600)	(n=600)	(n=601)
<b>Total More Secure</b>	24%	30%	32%	29%
<b>A lot more secure</b>	5%	3%	7%	8%

Previous surveys asked residents how they felt community security had changed over the past five years.

Q8. Would you say you generally feel more secure or less secure in your community now than you did three years ago? (Is that a lot or somewhat more/less secure?)

Base: All respondents (n=601)



## CITY GOVERNANCE



# Agreement with Statements about City Governance

Citizens continue to express positive views of the City's governance, with strong majorities agreeing that **the City of Langley is accountable to the community for leadership and good governance** (86% agree, 25% 'strongly agree') and **the City of Langley believes in and practices open and accessible government** (85% agree, 20% 'strongly agree').

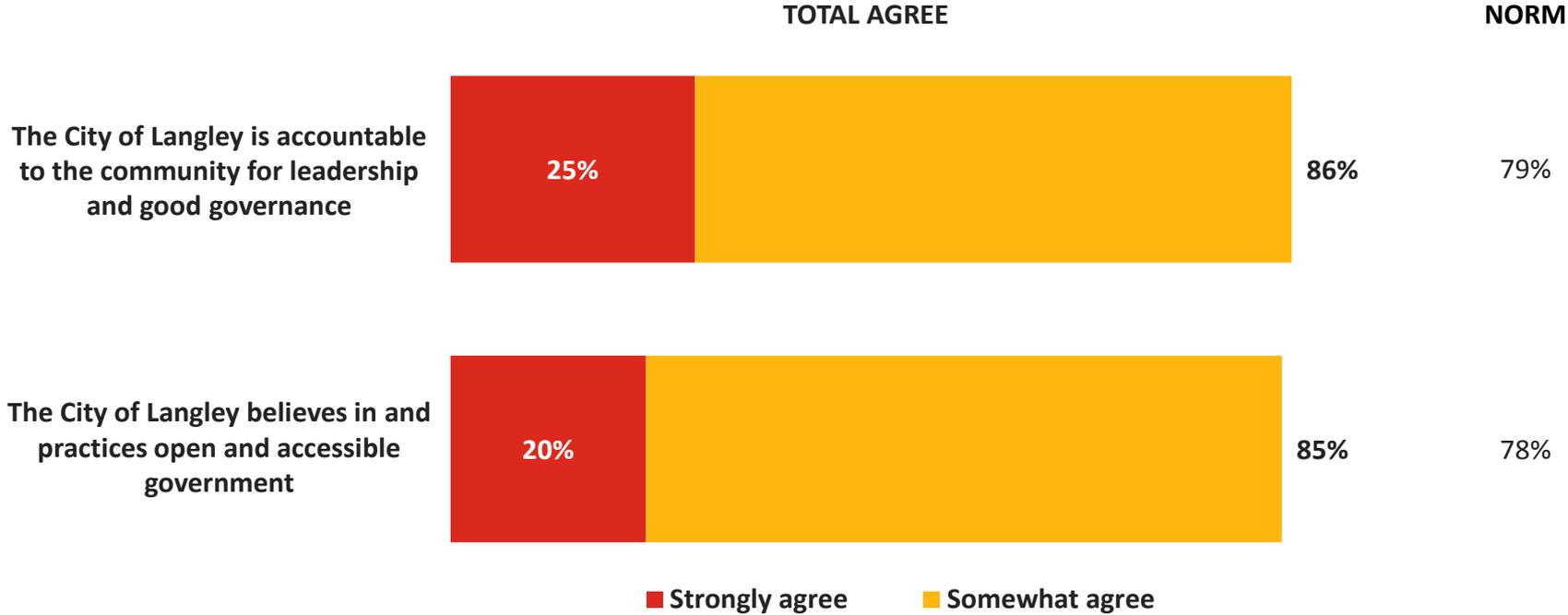
- Perceptions of the City's governance have improved significantly since 2013, with marked increases in agreement (combined 'strongly/somewhat agree' responses) seen for both accountability and openness.
- This year's ratings are also significantly higher than what is typically seen in other British Columbian municipalities.

## *Analysis by Demographic Subgroup*

Residents with household incomes of <\$100k are significantly more likely to agree (combined 'strongly/somewhat agree' responses) that the City is **accountable** (includes 87% of <\$40k and 89% of \$40k-<\$100k vs. 78% of \$100k+).

Perceptions of the City's **openness** are consistent across all key demographic subgroups.

# Agreement with Statements about City Governance



TOTAL AGREE	2004	2007	2010	2013	2016
	(n=600)	(n=600)	(n=600)	(n=600)	(n=601)
Accountable to the community for leadership and good governance	84%	89%	82%	78%	86%
Believes in and practices open and accessible government	81%	85%	78%	76%	85%

Q7. I'm now going to read a few statements about the City of Langley and would like you tell me if you agree or disagree with each one. (Is that strongly or somewhat agree/disagree?)

Base: All respondents (n=601)



## CITY SERVICES



# Overall Satisfaction with City Services

Overall satisfaction with City services remains high, with 94% of citizens saying they are either 'very satisfied' (29%) or 'somewhat satisfied' (65%) with the overall level and quality of services provided by the City of Langley.

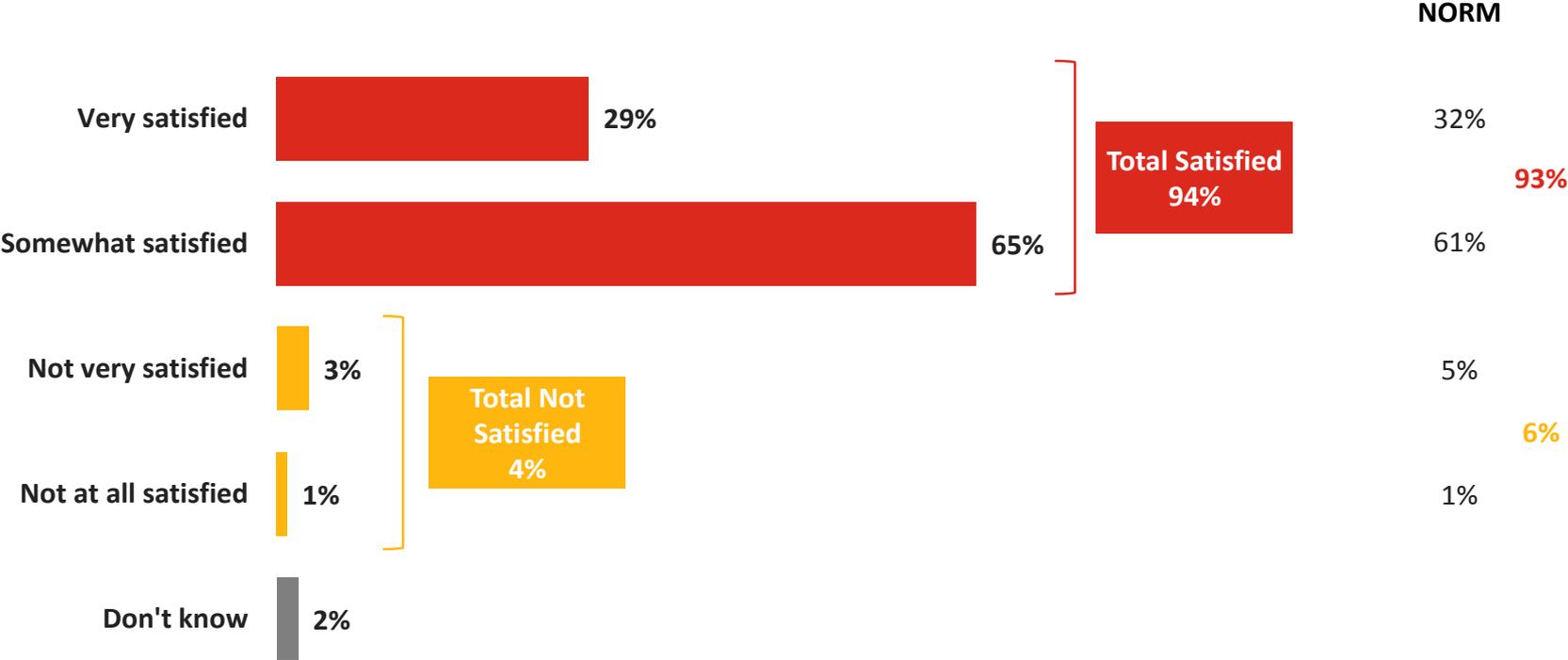
- This year's results are consistent with 2013.
- Satisfaction in Langley is also on par with the municipal norm.

## ***Analysis by Demographic Subgroup***

Overall satisfaction (combined 'very/somewhat satisfied' responses) with City services is high across all key demographic subgroups. However, some significant differences are seen when looking at the intensity of satisfaction, with higher 'very satisfied' ratings reported by:

- Those who are 55+ years of age (includes 35% of 55-64 years and 36% of 65+ years vs. 24% of 18-44 years, 26% of 45-54 years);
- Those living in Uplands and Douglas (both 39% vs. a low of 20% in Nicomekl);
- Renters (40% vs. 26% of homeowners); and,
- Those with lower household incomes (40% of <\$40k vs. 28% of \$40k-<\$100k, 19% of \$100k+).

# Overall Satisfaction with City Services



	2004	2007	2010	2013	2016
	(n=600)	(n=600)	(n=600)	(n=600)	(n=601)
<b>Total Satisfied</b>	96%	93%	94%	92%	94%
<b>Very satisfied</b>	39%	29%	27%	26%	29%

Q9. I am going to read a list of services provided to you by the City of Langley. For each, please rate how satisfied you are, using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied. [The overall level and quality of services provided by the City of Langley.]

Base: All respondents (n=601)

# Satisfaction with Specific City Services

Satisfaction also extends to the delivery of specific services. Of the 10 tested services, the most satisfactory are:

- **Fire protection** (96% satisfied, 74% 'very satisfied');
- **Public works, including drinking water quality and sewers** (96% satisfied, 64% 'very satisfied');
- **Recreation facilities** (92% satisfied, 55% 'very satisfied'); and,
- **The Fraser Valley Regional Library in City Hall** (91% satisfied 58% 'very satisfied').

A large majority of citizens are also satisfied with:

- **Police services** (89% satisfied 45% 'very satisfied');
- **Recycling and garbage services** (86% satisfied, 53% 'very satisfied');
- **Boulevard maintenance** (86% satisfied, 42% 'very satisfied'); and,
- **Emergency preparedness** (82% satisfied, 22% 'very satisfied').

While relatively lower satisfaction scores are seen for **bylaw enforcement** (78% satisfied, 26% 'very satisfied') and **road conditions** (71% satisfied, 23% 'very satisfied'), both of these services are still deemed satisfactory by more than seven-in-ten citizens.

Given these high satisfaction ratings, it is also useful to consider the intensity of satisfaction (e.g., 'very satisfied') for a more detailed understanding of citizen satisfaction. This analysis shows large gaps in satisfaction between services, ranging from a high of 74% 'very satisfied' for **fire protection** to a low of 22% 'very satisfied' for **emergency preparedness**.

Year-over-year comparisons show that satisfaction (combined 'very/somewhat satisfied' responses) has increased significantly for a number of services since 2013. Specifically, residents this year are markedly more satisfied with **recreation facilities, the library, recycling and garbage services, boulevard maintenance, and emergency preparedness**.

Satisfaction (combined 'very/somewhat satisfied' responses) with Langley's services also compares favourably to the municipal norm in a number of areas, including **recreation facilities, emergency preparedness, and bylaw enforcement**. However, Langley residents are less satisfied than average with **road conditions**.

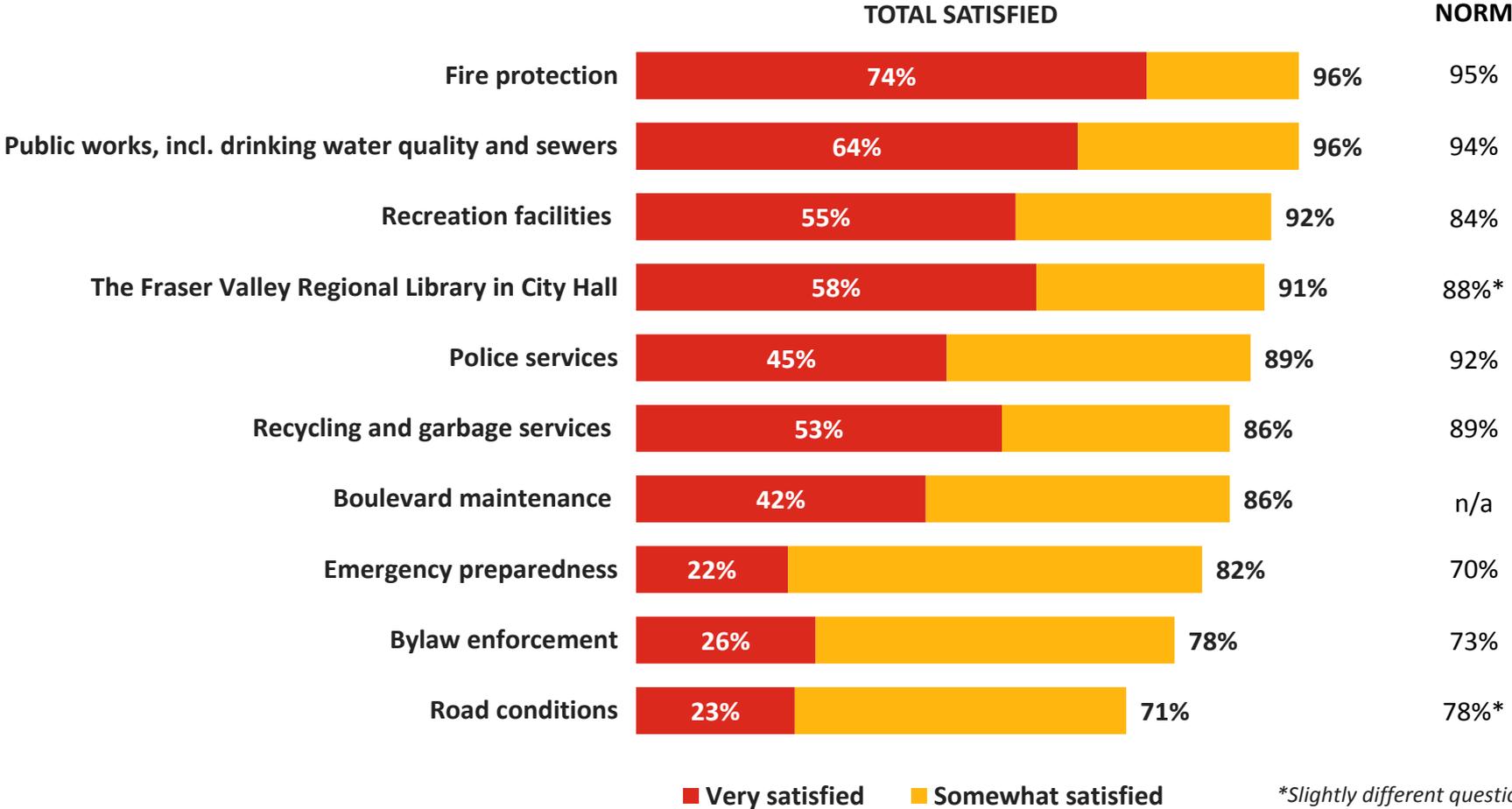
# Satisfaction with Specific City Services

## *Analysis by Demographic Subgroup*

Analysis by demographic subgroup shows some significant differences in satisfaction (combined 'very/somewhat satisfied' responses) – highlights include:

- Satisfaction with **fire protection** is higher among homeowners (97% vs. 92% of renters).
- Satisfaction with **public works** is higher among those with household incomes of \$40k+ (includes 98% of \$40k-<\$100k and 97% of \$100k+ vs. 92% of <\$40k).
- Satisfaction with **the library** is higher among those with household incomes of \$40k-<\$100k (94% vs. 91% of <\$40k, 82% of \$100k+).
- Satisfaction with **police services** is higher among women (92% vs. 85% of men) and those with lower household incomes (95% of <\$40k vs. 89% of \$40k-<\$100k, 79% of \$100k+).
- Satisfaction with **recycling and garbage services** is higher among older residents (92% of 65+ years vs. 84% of 18-44 years, 83% of 45-54 years, 86% of 55-64 years) and those with lower household incomes (94% of <\$40k vs. 84% of \$40k-<\$100k, 80% of \$100k+).
- Satisfaction with **bylaw enforcement** is higher among renters (86% vs. 75% of homeowners) and those with household incomes of <\$100k (includes 86% of <\$40k and 78% of \$40k-<\$100k vs. 63% of \$100k+).
- Satisfaction with **road conditions** is higher among those living in Uplands, Blacklock, and Douglas (83%, 80%, and 76% vs. 60% in Simonds, 67% in Nicomekl, 67% in Alice Brown) and those who have lived in Langley for 11-20 years (80% vs. 69% of 10 years or less, 64% of 21+ years).

# Satisfaction with Specific City Services



Q9. I am going to read a list of services provided to you by the City of Langley. For each, please rate how satisfied you are, using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied,

Base: All respondents (n=601)

# Tracking Satisfaction with Specific City Services

## TOTAL SATISFIED

	2004	2007	2010	2013	2016
	(n=600)	(n=600)	(n=600)	(n=600)	(n=601)
<b>Fire protection</b>	95%	95%	97%	95%	96%
<b>Public works, incl. drinking water quality and sewers</b>	95%	91%	92%	95%	96%
<b>Recreation facilities</b>	95%	84%	88%	85%	92%
<b>The Fraser Valley Regional Library in City Hall</b>	94%*	90%*	89%*	85%*	91%
<b>Police services</b>	87%	90%	91%	90%	89%
<b>Recycling and garbage services</b>	92%	90%	86%	75%*	86%
<b>Boulevard maintenance</b>	n/a	n/a	n/a	79%	86%
<b>Emergency preparedness</b>	80%	83%	76%	71%	82%
<b>Bylaw enforcement</b>	n/a	76%	80%	75%	78%
<b>Road conditions</b>	80%	83%	76%	70%	71%

*\*Slightly different question wording.*

Q9. I am going to read a list of services provided to you by the City of Langley. For each, please rate how satisfied you are, using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied,

Base: All respondents



## FINANCING



# Value for Taxes

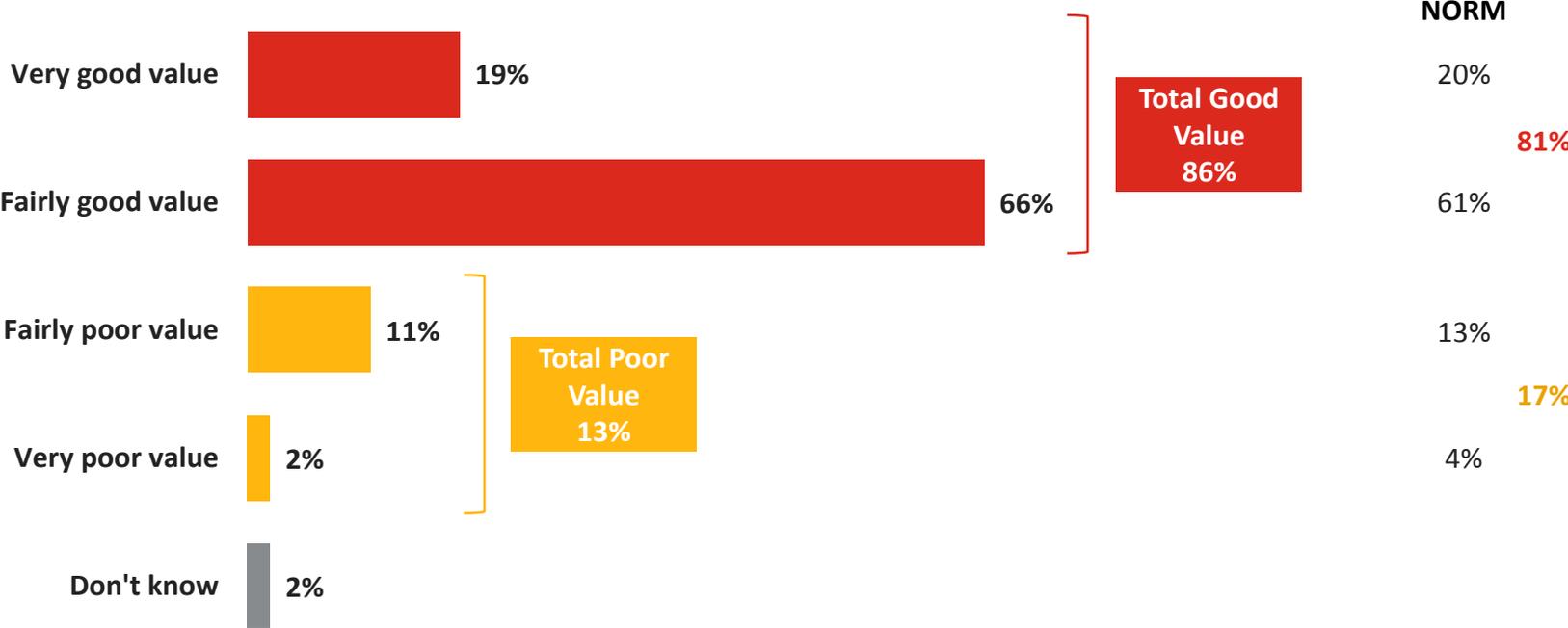
Perceptions of value for taxes remain high, with 86% of citizens saying they receive either 'very good value' (19%) or 'fairly good value' (66%) for their municipal tax dollars.

- Analysis of year-over-year tracking data shows that the perceived value for taxes (combined 'very/fairly good value' responses) has been steadily increasing over the past few years. While this year's results are not significantly different from 2013, they are markedly higher than 2010.
- Perceptions of value for taxes in Langley are significantly higher than the municipal norm, particularly when considering the combined 'very/fairly good value' responses.

## ***Analysis by Demographic Subgroup***

Homeowners are significantly more likely than renters to say they receive 'very/fairly good value' for the taxes they pay (88% vs. 79%).

# Value for Taxes



	2004	2007	2010	2013	2016
	(n=600)	(n=600)	(n=600)	(n=600)	(n=601)
<b>Total Good Value</b>	83%	83%	81%	84%	86%
<b>Very good value</b>	22%	16%	17%	18%	19%

Q10. Overall, do you think you get good value or poor value for the taxes you pay? (Is that very or fairly good/poor value?)

Base: All respondents (n=601)

# Balancing Taxation and Service Delivery Levels

Citizens continue to demonstrate a strong preference for tax increases (58%) over service cuts (29%).

- The percentage saying increase taxes has increased significantly this year as compared to 2013.
- Langley residents' tolerance for tax increases this year is significantly higher than the municipal norm.

Looking at tax increases specifically shows that 34% of citizens would prefer the City 'increase taxes to maintain services at current levels' while 24% say 'increase taxes to enhance or expand services'.

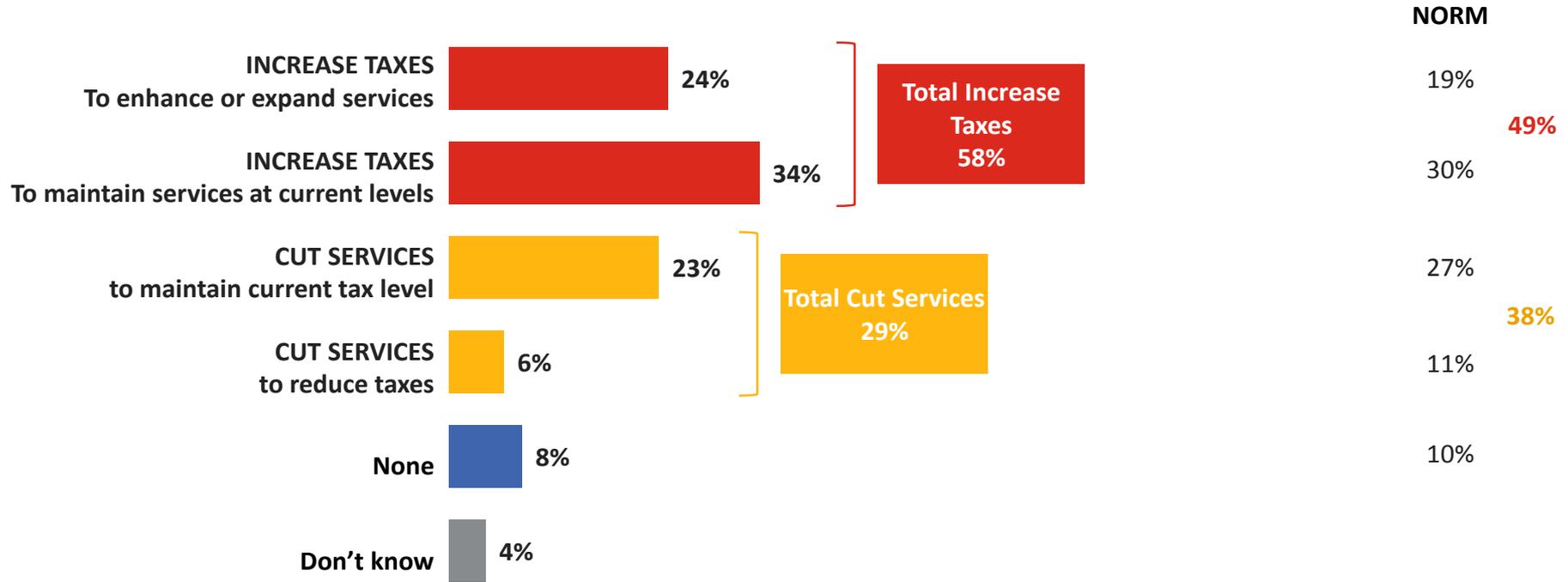
Preference for service cuts is predominately driven by a desire to maintain rather than reduce taxes (23% say 'cut services to maintain current tax level', 6% say 'cut services to reduce taxes').

## ***Analysis by Demographic Subgroup***

Residents who are significantly more likely to opt for an increase in taxes include:

- Older residents (64% of 65+ years vs. 58% of 18-44 years, 52% of 45-54 years, 61% of 55-64 years); and,
- Those living in Nicomekl (63% vs. a low of 46% in Blacklock).

# Balancing Taxation and Service Delivery Levels



	2004	2007	2010	2013	2016
	(n=600)	(n=600)	(n=600)	(n=600)	(n=601)
<b>Total Increase Taxes</b>	59%	57%	51%	50%	58%
<b>Total Cut Services</b>	34%	28%	34%	29%	29%

Q11. Municipal property taxes are the primary way to pay for services provided by the City of Langley. 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 of the following four options would you most like the City to pursue?

Base: All respondents (n=601)

# Support for Infrastructure Renewal Financing Approaches

Citizens are moderately supportive of the City incurring debt or increasing property taxes to help finance infrastructure renewal.

Overall, six-in-ten (60%) say they would support the City 'incurring debt'. More than one-third (36%) indicate opposition. The intensity of opposition exceeds that of support, with 18% saying 'strongly oppose' vs. 10% saying 'strongly support'.

Slightly fewer (55%) say they would support the City 'increasing property taxes'. A total of 43% are opposed. Again, the intensity of opposition is much stronger than that of support (21% 'strongly oppose', 8% 'strongly support').

## ***Analysis by Demographic Subgroup***

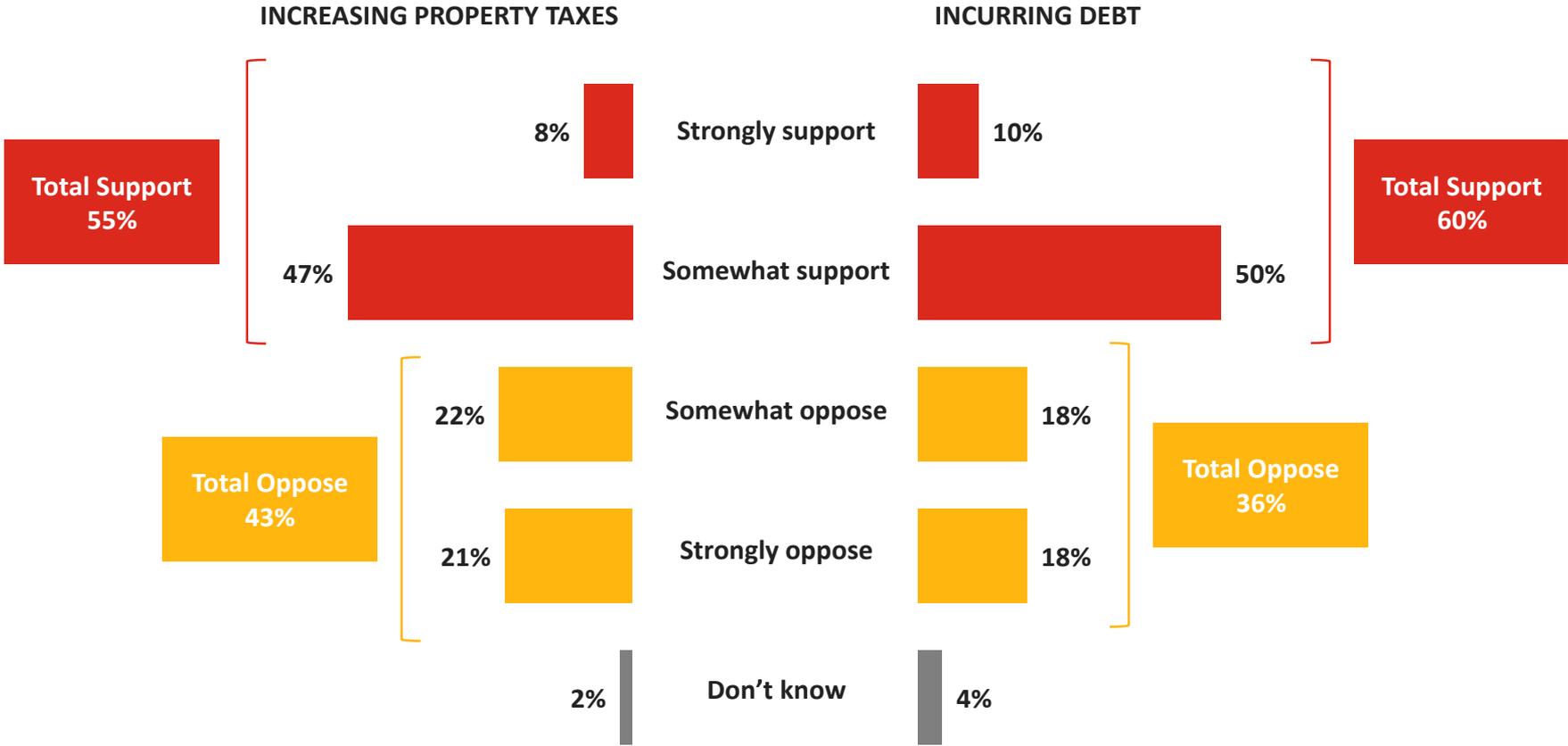
Citizens who are significantly more likely to say they would support (combined 'strongly/somewhat support' responses) the City 'incurring debt' to help finance infrastructure renewal include:

- Younger residents (65% of 18-44 years vs. 52% of 45-54 years, 58% of 55-64 years, 58% of 65+ years);
- Those living in Douglas (70% vs. lows of 42% in Uplands, 48% in Blacklock); and,
- Those who have lived in Langley for 10 years or less (66% vs. 54% of 11-20 years, 56% of 21+ years).

Citizens who are significantly more likely to say they would support (combined 'strongly/somewhat support' responses) the City 'increasing property taxes' to help finance infrastructure renewal include:

- Those living in Douglas and Nicomekl (both 60% vs. a low of 43% in both Uplands and Blacklock); and
- Those living in households without children under the age of 18 (60% vs. 48% of those with children at home).

# Support for Infrastructure Renewal Financing Approaches



Q12. The City of Langley’s municipal infrastructure – including road, water, sewer, and storm systems – is aging, and investments are required in order to meet the current and future needs of residents. To help finance infrastructure renewal, please tell me if you would support or oppose the City...? (Is that strongly or somewhat support/oppose?)

Base: All respondents (n=601)



## COMMUNICATION WITH RESIDENTS



# Satisfaction with Opportunities for Input

Three-quarters (74%) of citizens say they are satisfied with the opportunities they have to be heard regarding decisions affecting their neighbourhood. This includes 17% saying 'very satisfied' and 57% saying 'somewhat satisfied'. Approximately one-quarter (23%) indicate this could be improved, with 7% saying they are 'very dissatisfied' and 16% saying they are 'somewhat dissatisfied' with the opportunities currently available.

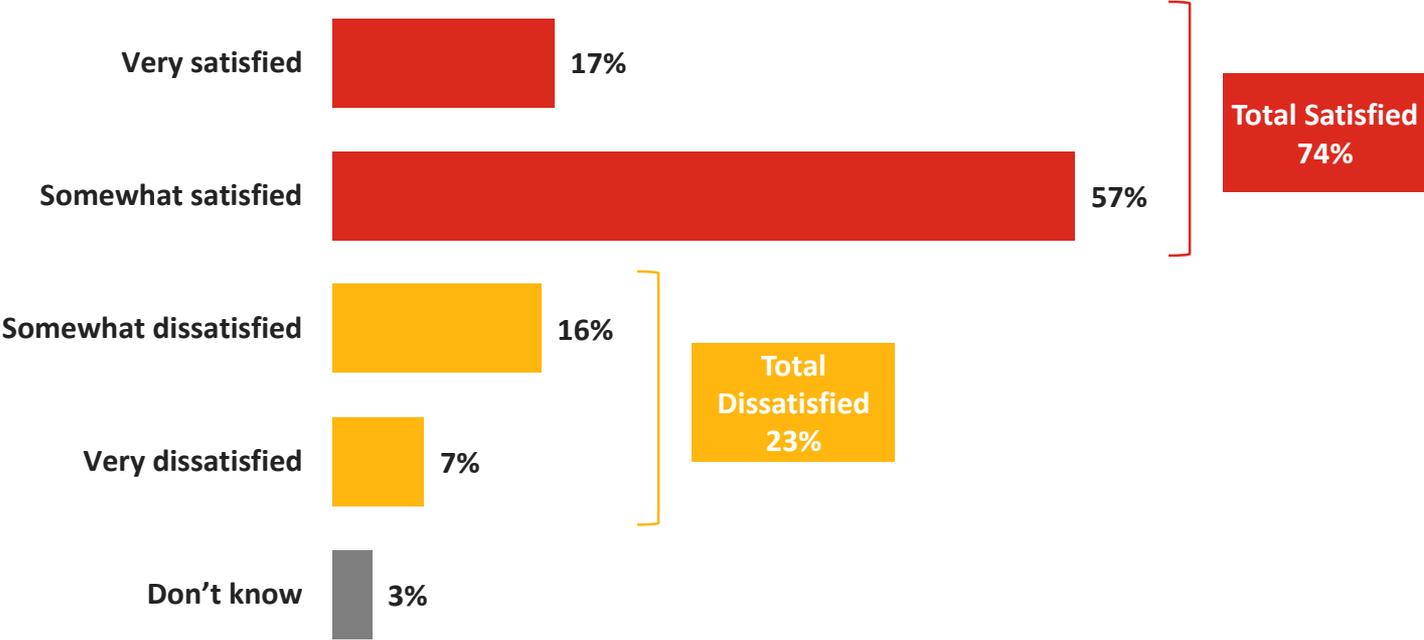
- Satisfaction is not significantly different from 2013.

## ***Analysis by Demographic Subgroup***

Satisfaction (combined 'very/somewhat satisfied' responses) with opportunities for input is significantly higher among:

- Those living in Uplands, Simonds, and Nicomekl (81%, 80%, and 78% vs. a low of 56% in Alice Brown);
- Those who have lived in Langley for 21+ years (82% vs. 71% of 10 years or less, 75% of 11-20 years); and,
- Those with lower household incomes (83% of <\$40k vs. 75% of \$40k-<\$100k, 63% of \$100k+).

# Satisfaction with Opportunities for Input



	2004	2007	2010	2013	2016
	(n=600)	(n=600)	(n=600)	(n=600)	(n=601)
<b>Total Satisfied</b>	79%	72%	75%	70%	74%
<b>Very satisfied</b>	27%	19%	19%	18%	17%

Q13. Are you satisfied or dissatisfied with the amount of opportunity you have available to be heard regarding decisions affecting your neighbourhood? (Is that very or somewhat satisfied/dissatisfied?)

Base: All respondents (n=601)

# Information Needs

When asked what kinds of information they are interested in receiving from the City of Langley, four-in-ten (40%) residents indicate they have no immediate information needs, with 35% saying “none/nothing” and 5% saying “don’t know”.

Of the open-ended responses that are provided, the top mentions are “financial (budget/taxes/spending)” (13%), “changes impacting my local area (road closures, repairs, etc.)” (9%), “community planning” (6%), and “anything/all information” (5%). Another 7% mention how they would like to receive information (“preferred communication channels”) rather than specifying any particular types of information.

- This year’s top information requests are similar to 2013.

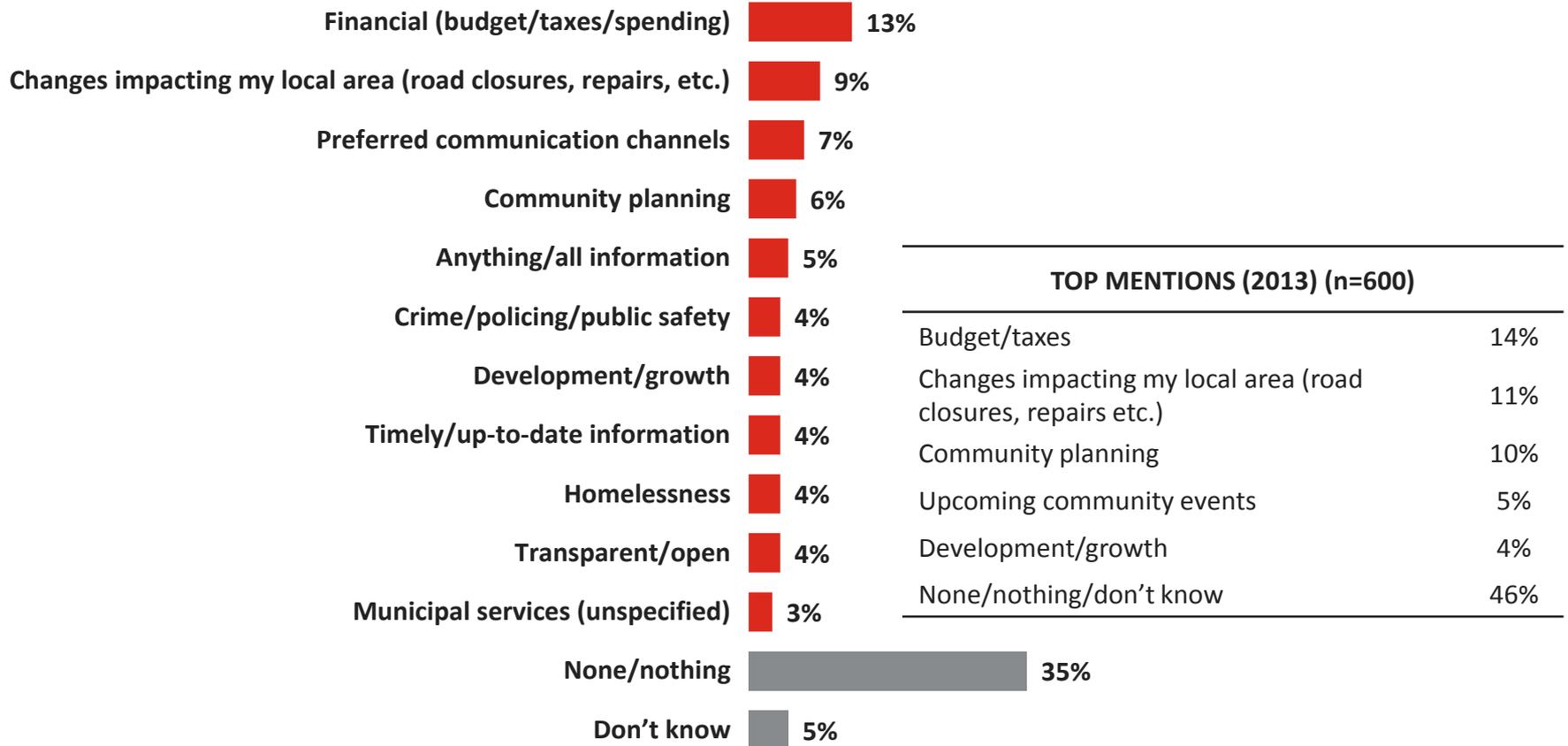
## ***Analysis by Demographic Subgroup***

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

- Mentions of “financial (budget/taxes/spending)” are higher among men (18% vs. 8% of women) and those with household incomes of \$40k-<\$100k (16% vs. 7% of <\$40k, 12% of \$100k+).
- Mentions of “changes impacting my local area (road closures, repairs, etc.)” are higher among those <55 years of age (includes 10% of 18-44 years and 12% of 45-54 years vs. 5% of 55-64 years, 7% of 65+ years) and those who have lived in Langley for 11-20 years (14% vs. 8% of 10 years or less, 5% of 21+ years).
- Mentions of “none/nothing” are higher among renters (45% vs. 31% of homeowners) and those with lower household incomes (51% of <\$40k vs. 25% of \$40k-<\$100k, 38% of \$100k+).

# Information Needs

(Coded Open-Ends, Multiple Mentions Allowed)



Mentions <3% not shown.

Q14. Thinking about your information needs, what kinds of information do you want the City of Langley to provide you with?  
Any others?

Base: All respondents (n=601)

# Preferred Methods of Receiving City Information

Citizens are interested in receiving information from the City via a variety of communication channels. The three leading open-ended responses are “direct mail (flyers, newsletters, etc.)” (40%), “email (includes City newsletter, recreation guide)” (34%), and “newspaper” (32%). Another 13% mention the “City website”.

- “Direct mail” was also the leading communication channel in 2013. Mentions of “email” appear to have increased this year although these results are not directly comparable due to slight differences in coding.
- Compared to those living elsewhere, Langley residents place a greater emphasis on “email” communications. While mentions of “direct mail” also initially appear higher in Langley, this could simply be due to differences in coding (flyers and newsletters are included with direct mail in Langley’s results but presented separately in the norm).

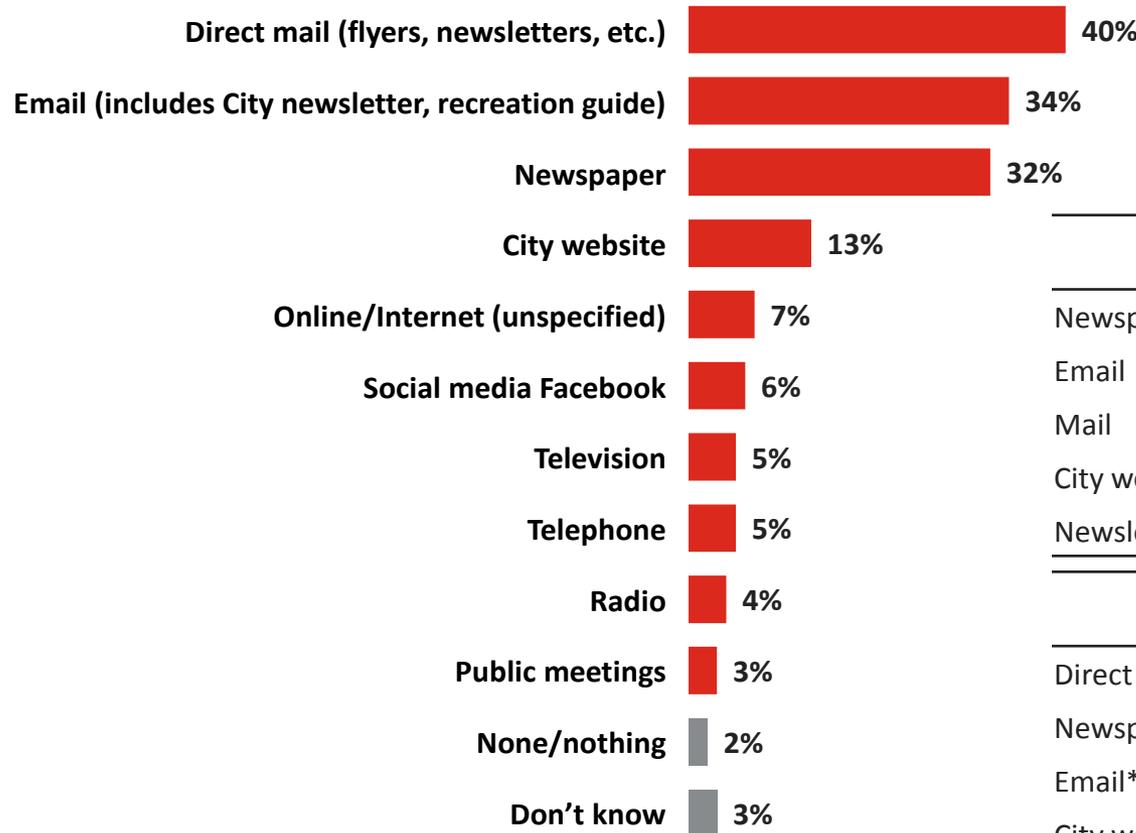
## ***Analysis by Demographic Subgroup***

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

- “Direct mail” is mentioned more often by homeowners (44% vs. 31% of renters) and those with household incomes of \$40k- <\$100k (46% vs. 31% of <\$40k, 34% of \$100k+).
- “Email” is mentioned more often by younger residents (42% of 18-44 years vs. 38% of 45-54 years, 29% of 55-64 years, 17% of 65+ years), those living in Blacklock (53% vs. a low of 27% in Douglas), those living in households with children under the age of 18 (48% vs. 26% of those without children at home), homeowners (39% vs. 15% of renters), those who have lived in Langley for 20 years or less (includes 36% of 10 years or less and 39% of 11-20 years vs. 22% of 21+ years), and those with household incomes of \$40k+ (includes 37% of \$40k-<\$100k and 48% of \$100k+ vs. 17% of <\$40k).
- “Newspaper” is mentioned more often by older residents (46% of 65+ years vs. 23% of 18-44 years, 34% of 45-54 years, 39% of 55-64 years), those living in households without children under the age of 18 (38% vs. 21% of those with children at home), those who have lived in Langley for 21+ years (43% vs. 27% of 10 years or less, 31% of 11-20 years), and those with lower household incomes (40% of <\$40k vs. 32% of \$40k-<\$100k, 23% of \$100k+).
- “City website” is mentioned more often by men (18% vs. 10% of women), those <55 years of age (includes 15% of 18-44 years and 26% of 45-54 years vs. 7% of 55-64 years, 5% of 65+ years), those living in Uplands, Alice Brown, and Simonds (21%, 21%, and 17% vs. a low of 5% in Blacklock), and those living in households with incomes of \$40k-<\$100k (17% vs. 6% of <\$40k, 13% of \$100k+).

# Preferred Methods of Receiving City Information

(Coded Open-Ends, Multiple Mentions Allowed)



Mentions <3% not shown.

NORM TOP MENTIONS	
Newspaper	31%
Email	25%
Mail	22%
City website	14%
Newsletter/pamphlet/flyer/brochure	15%

TOP MENTIONS 2013 (n=600)	
Direct mail (flyers, newsletters, etc.)	41%
Newspaper	37%
Email*	23%
City website	12%
Online/Internet (unspecified)	10%

*\*Slightly different coding.*

Q15. And what methods would be best for the City to communicate information to you? Any others?

Base: All respondents (n=601)

# Attended or Watched Langley City Council Meetings (Past 12 Months)

Just over two-in-ten (22%) citizens say they personally viewed at least one Langley City Council meeting in the past 12 months, either by attending in-person or watching live broadcasts on Shaw TV cable or by web-streaming.

- While not directly comparable to previous years due to differences in question wording, claimed viewership this year appears on par with 2013.

Residents who have not viewed any Langley City Council meetings in the past 12 months attribute this to a number of different factors, with the leading open-ended reasons being “not aware of when meetings are held/broadcast” (23%), “not interested” (20%), “too time consuming” (15%), and “busy with other commitments” (12%).

- These were also the main reasons provided in 2013. Mentions of “not aware of when meetings are held/broadcast” have decreased significantly this year.

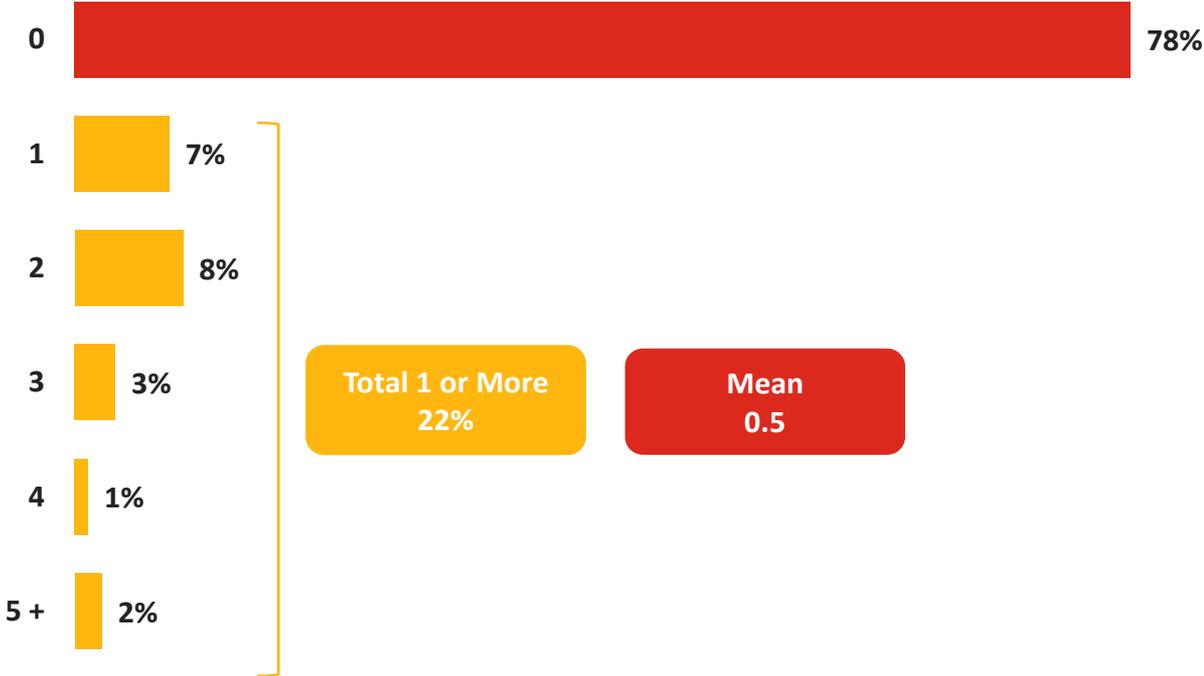
## ***Analysis by Demographic Subgroup***

Claimed viewership is consistent across all key demographic subgroups.

However, some significant demographic differences are seen in the reasons provided for not viewing any City Council meetings – highlights include:

- Mentions of “not aware of when meetings are held/broadcast” are higher among younger residents (29% of 18-44 years vs. 21% of 45-54 years, 20% of 55-64 years, 15% of 65+ years) and those living in Blacklock (34% vs. a low of 17% in Nicomekl).
- Mentions of “not interested” are higher among older residents (27% of 65+ years vs. 18% of 18-44 years, 13% of 45-54 years, 21% of 55-64 years).
- Mentions of “too time consuming” are higher among those who are 45-54 years of age (20% vs. 16% of 18-44 years, 12% of 55-64 years, 9% of 65+ years), those living in Nicomekl (18% vs. a low of 8% in Douglas), those living in households with children under the age of 18 (22% vs. 11% of those without children at home), and those with higher household incomes (25% of \$100k+ vs. 12% of <\$40k, 13% of \$40k-<\$100k).
- Mentions of “busy with other commitments” are higher among those who are 45-54 years of age (17% vs. 13% of 18-44 years, 11% of 55-64 years, 6% of 65+ years), those living in households with children under the age of 18 (19% vs. 8% of those without children at home), and those who have lived in Langley for 10 years or less (16% vs. 11% of 11-20 years, 5% of 21+ years).

# Attended or Watched Langley City Council Meetings (Past 12 Months)



	2010*	2013*	2016
	(n=600)	(n=600)	(n=601)
<b>Total 1 or More</b>	25%	20%	22%

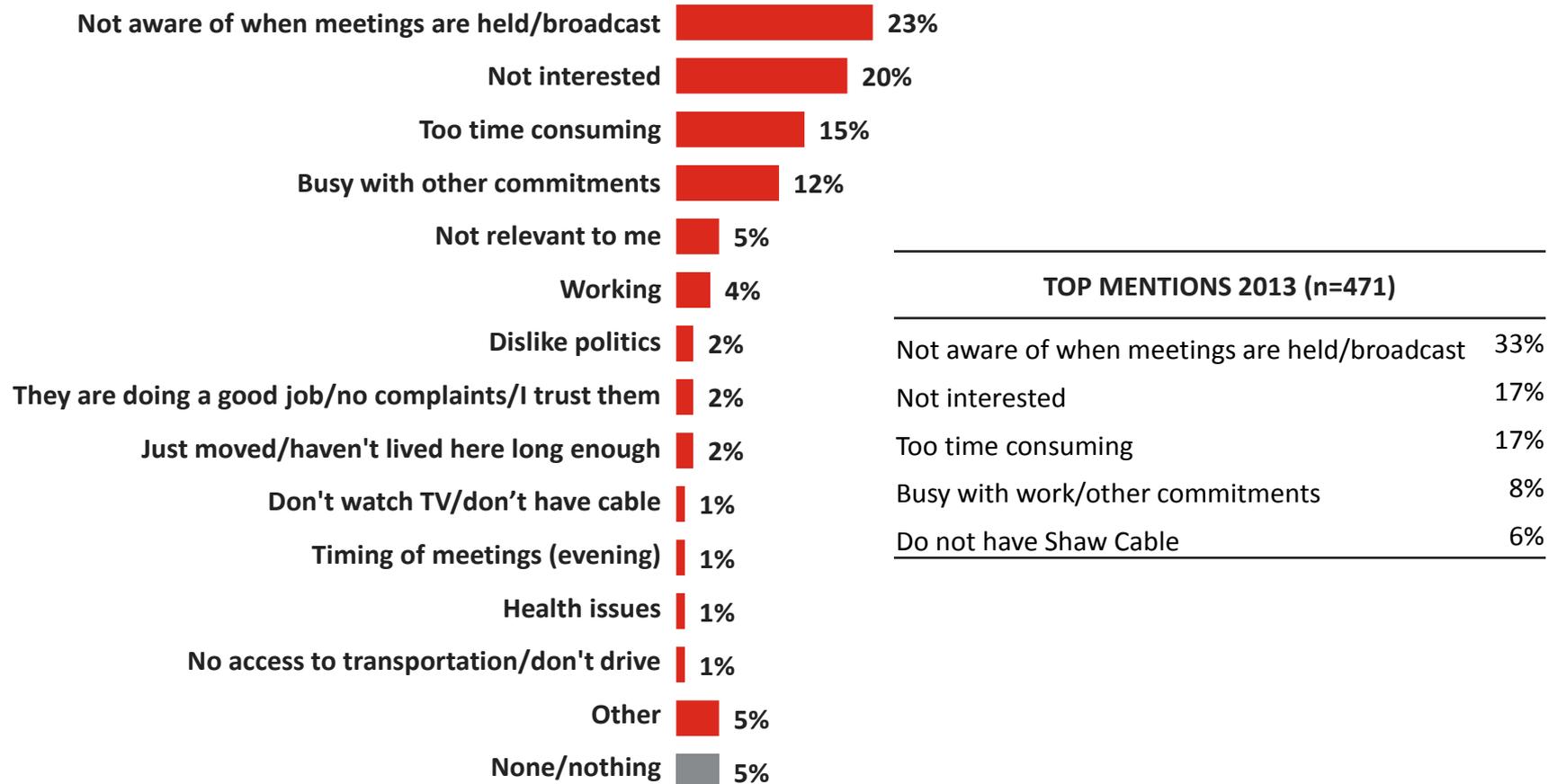
\*Slightly different question wording.

Q16. In the past 12 months, how many Langley City Council meetings have you personally attended in-person or watched live broadcasts on Shaw TV cable or by web-streaming?

Base: All respondents (n=601)

# Reasons for Not Attending or Watching City Council Meetings

(Coded Open-Ends) (Among those who have not watched or attended meetings)



Q17. What is the main reason why you do not watch or attend Langley City Council Meetings?

Base: Those who have not attended or watched any Langley City Council meetings in the past 12 months (n=465)

# Experience with Main Telephone Greeting

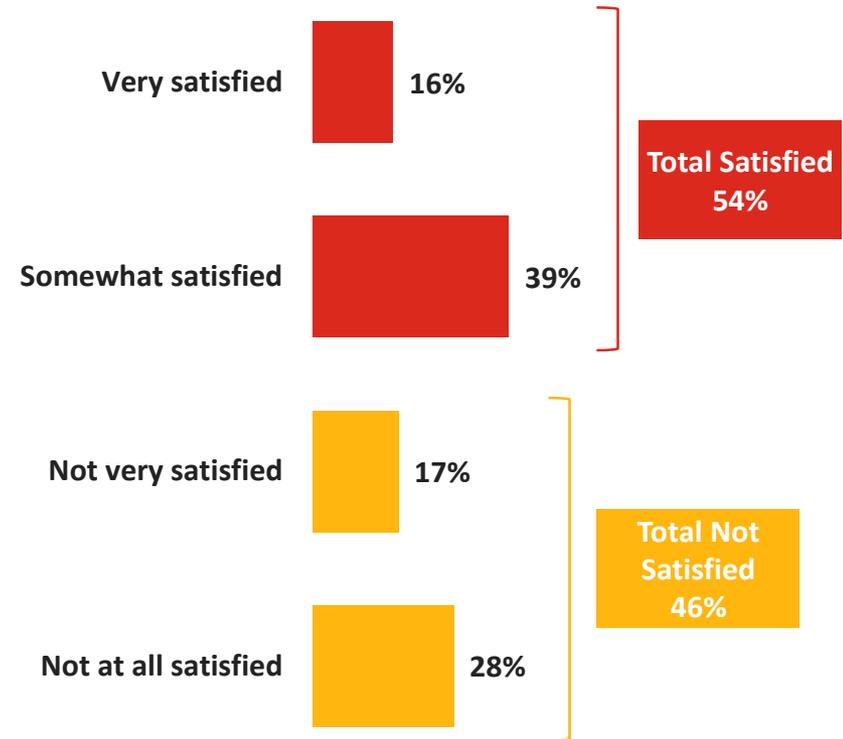
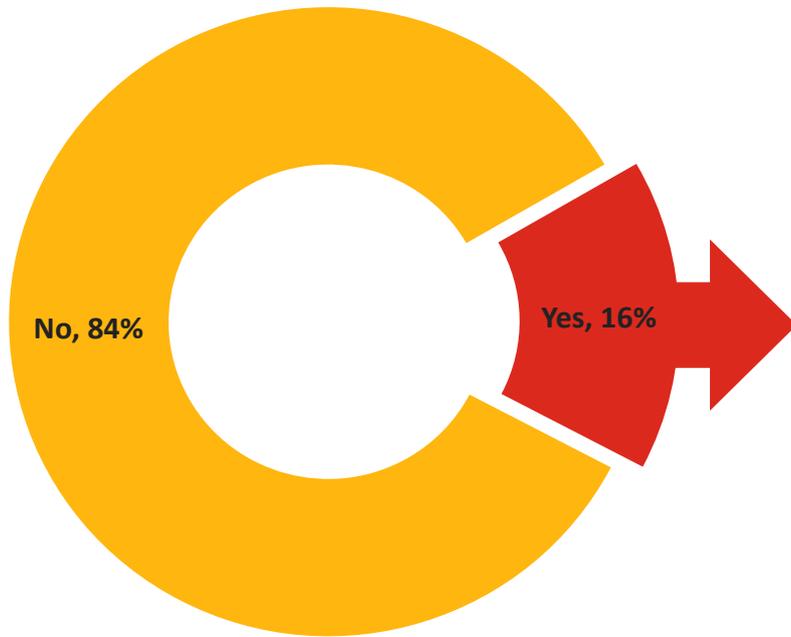
Overall, 16% of citizens say they have personally called the City's main telephone line and heard the pre-recorded menu of options. Opinion of this pre-recorded menu is mixed, with 54% of callers saying they are satisfied with their experience and 46% saying they are not satisfied. Further, nearly three-in-ten (28%) say they are 'not at all satisfied' compared to 16% saying 'very satisfied'.

## ***Analysis by Demographic Subgroup***

Residents who are significantly more likely to have called the City and heard the pre-recorded menu of options include:

- Those who are 55-64 years of age (24% vs. 13% of 18-44 years, 17% of 45-54 years, 15% of 65+ years);
- Those living in Uplands (29% vs. a low of 10% in Douglas);
- Homeowners (19% vs. 4% of renters);
- Those who have lived in Langley for 21+ years (22% vs. 15% of 10 years or less, 11% of 11-20 years); and,
- Those with household incomes of \$40k+ (includes 16% of \$40k-<\$100k and 25% of \$100k+ vs. 7% of <\$40k).

# Experience with Main Telephone Greeting



Q18. Earlier this year, the City of Langley changed its telephone system so that callers to the main line are greeted with a pre-recorded menu of options instead of a live receptionist. Have you personally called the City's main line and heard this pre-recorded menu of options?

Base: All respondents (n=601)

Q19. How satisfied were you with your experience with the City's pre-recorded menu of options when calling the main line?

Base: Those who called the City's main line and heard the pre-recorded menu of options (n=108)



## CITY WEBSITE AND SOCIAL MEDIA



# Online Visitation Past 12 Months

## WEBSITE

The majority (59%) of residents say they personally visited the City of Langley's website in the past 12 months.

- While not directly comparable to 2013 due to differences in question wording, usage of the City's website appears to have increased this year.
- Langley residents are more likely than those living elsewhere to report using their municipal website.

Among those who visited the website, a strong majority (95%) say they found the content of information and online services useful (49% 'very useful').

- While not directly comparable to 2013 due to differences in question wording, the usefulness of the City's website appears to have increased this year.
- Perceptions of website usefulness in Langley this year are on par with what is typically seen in other BC communities.

## *Analysis by Demographic Subgroup*

Claimed visitation to the City's website is significantly higher among:

- Those <55 years of age (includes 68% of 18-44 years and 73% of 45-54 years vs. 55% of 55-64 years, 31% of 65+ years);
- Those living in Uplands (83% vs. lows of 53% in Douglas, 54% in Nicomekl);
- Those living in households with children under the age of 18 (73% vs. 51% of those without children at home);
- Homeowners (67% vs. 34% of renters);
- Those who have lived in Langley for 20 years or less (includes 62% of 10 years or less and 61% of 11-20 years vs. 50% of 21+ years); and,
- Those with higher household incomes (79% of \$100k+ vs. 29% of <\$40k, 66% of \$40k-<\$100k).

# Online Visitation Past 12 Months

## SOCIAL MEDIA

As compared to the website, significantly fewer residents say they visited the City on social media in the past 12 months, with 11% reporting to have visited the City's Facebook page and 5% reporting to have visited the City's Twitter page.

- Tracking and normative comparisons are unavailable for the City's social media offerings.

While small base sizes limit any statistically meaningful analysis, those who visited the City on social media appear to have found the information useful (89% useful for Twitter, 80% useful for Facebook).

Among those who have not visited the City on Facebook, the leading open-ended reasons include "don't use/have Facebook" (28%) and "not interested/no need" (22%), followed by "unaware of City's Facebook page" (15%) and "don't use computer/Internet" (10%).

Among those who have not visited the City on Twitter, the single most common reason is "don't use/have Twitter" (58%). The next most commonly mentioned reason is "not interested/no need" (12%), followed by "don't use computer/Internet" (7%) and "unaware of City's Twitter page" (6%).

## ***Analysis by Demographic Subgroup***

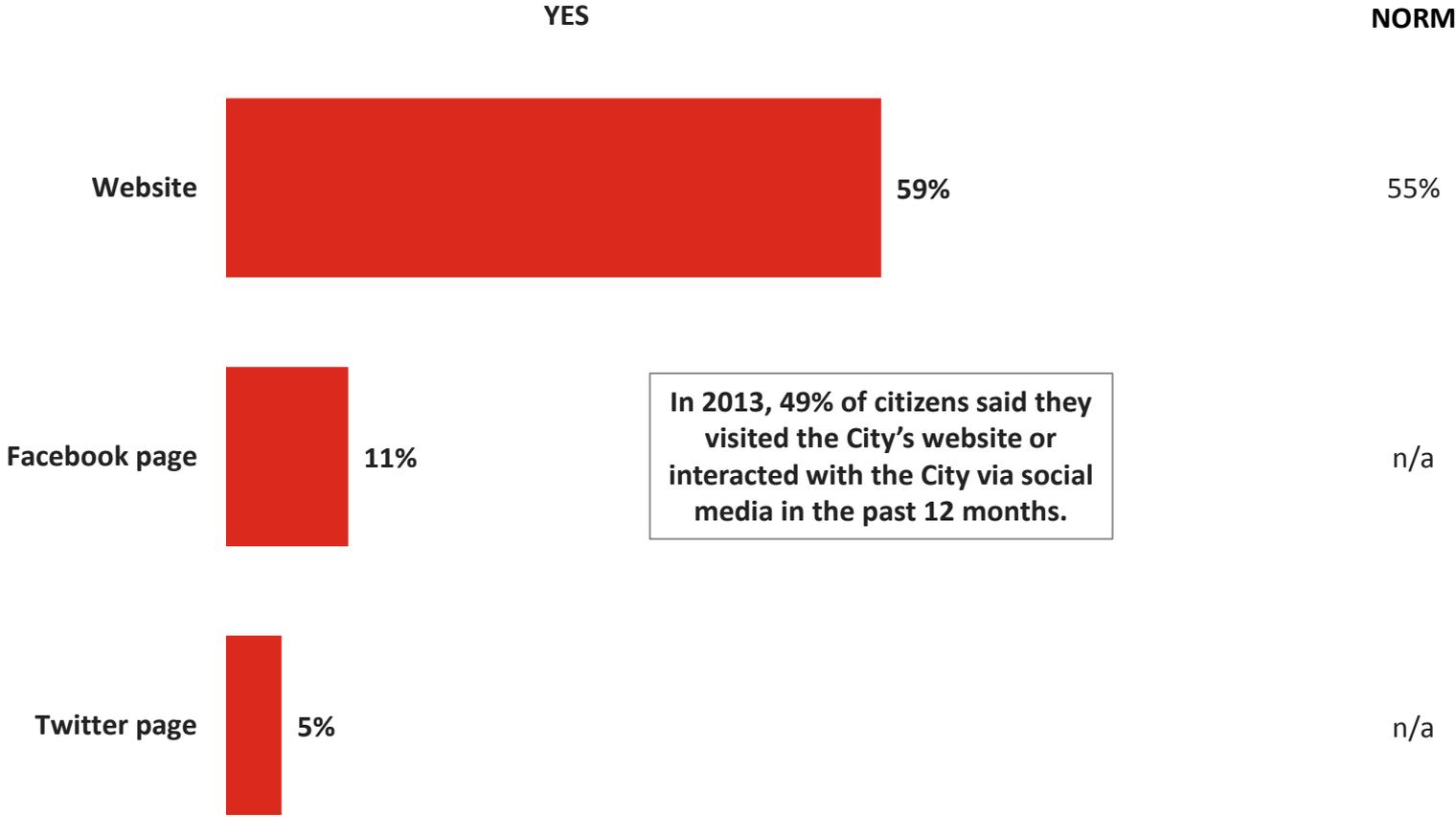
Claimed visitation to the City's Facebook page is significantly higher among:

- Those who are 45-54 years of age (14% vs. 12% of 18-44 years, 11% of 55-64 years, 6% of 65+ years);
- Those living in Blacklock (20% vs. lows of 7% in Uplands, 8% in Douglas);
- Those who have lived in Langley for 21+ years (16% vs. 9% of 10 years or less, 10% of 11-20 years); and,
- Those with higher household incomes (18% of \$100k+ vs. 12% of <\$40k, 9% of \$40k-<\$100k).

Claimed visitation to the City's Twitter page is significantly higher among:

- Younger residents (8% of 18-44 years vs. 5% of 45-54 years, 3% of 55-64 years, 2% of 65+ years).

# Online Visitation Past 12 Months



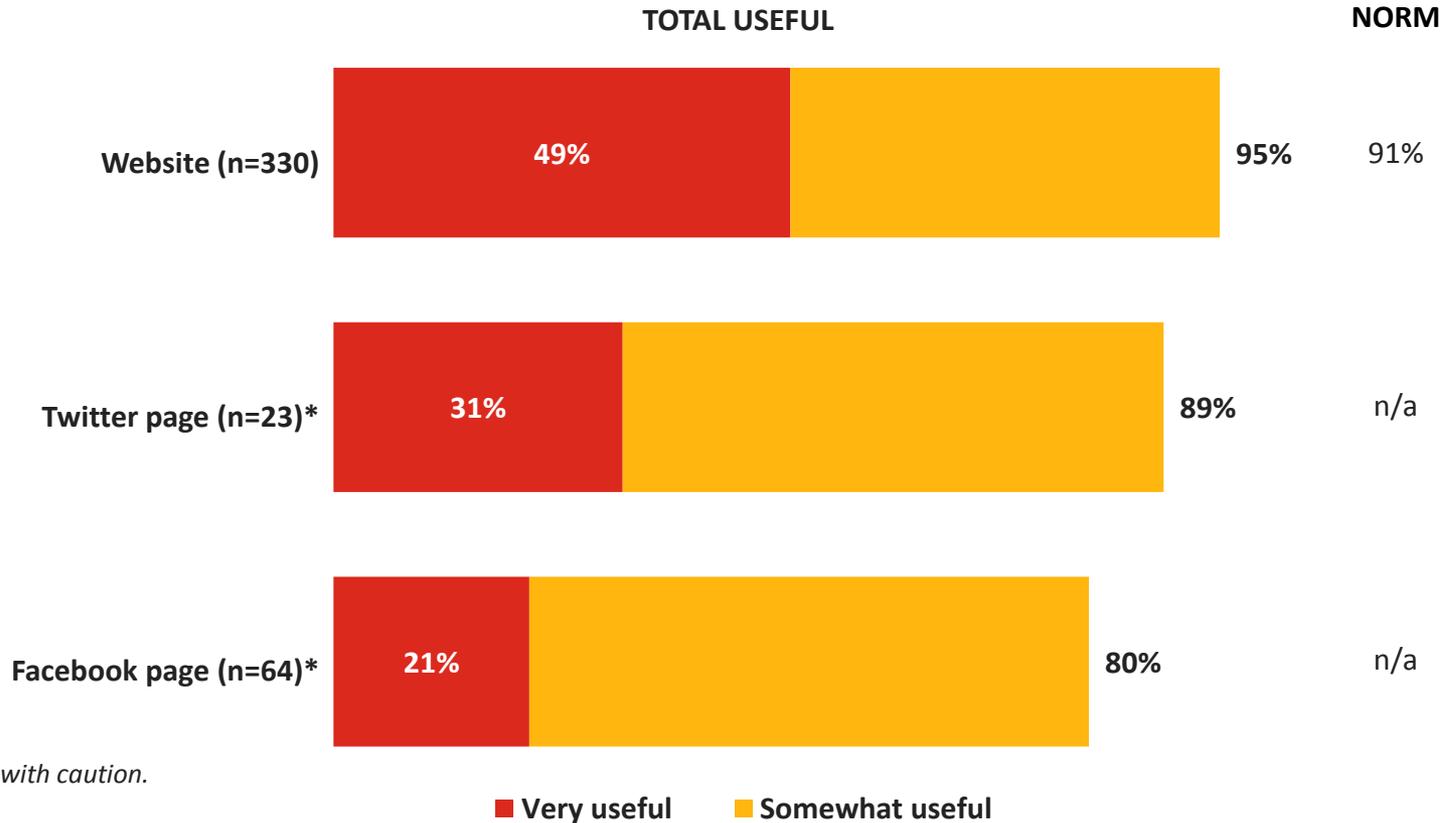
Q20. In the past 12 months, have you personally visited the City of Langley's...?

Base: All respondents (n=601)

# Usefulness of Online Offerings

(Among users of each offering)

In 2013, 88% of those who used the City's website or social media said they found the information and online services useful.



\*Small base size, interpret with caution.

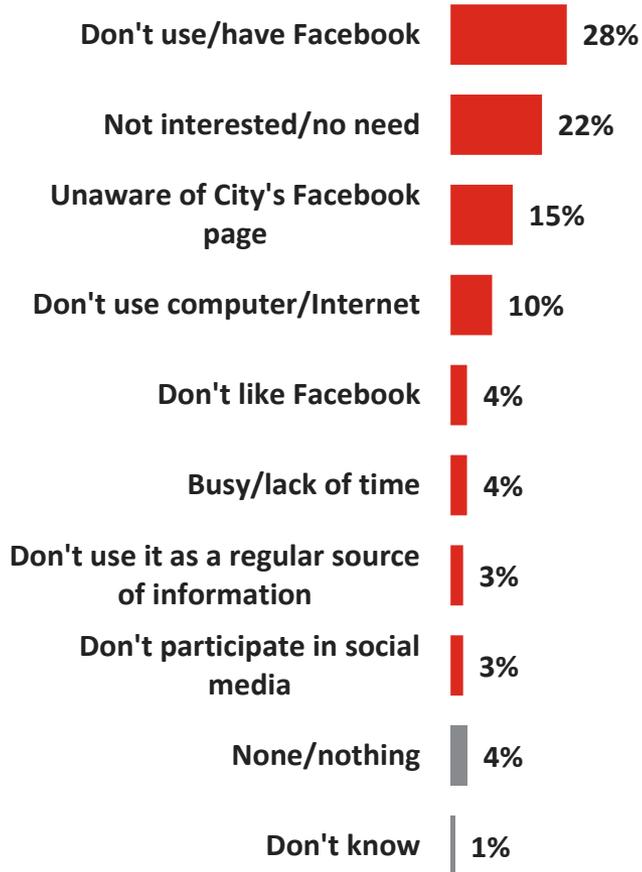
Q21. How useful was the content of information and online services available on the City's...?

Base: Those who visited the City's website/Facebook/Twitter page in the past 12 months (n=varies)

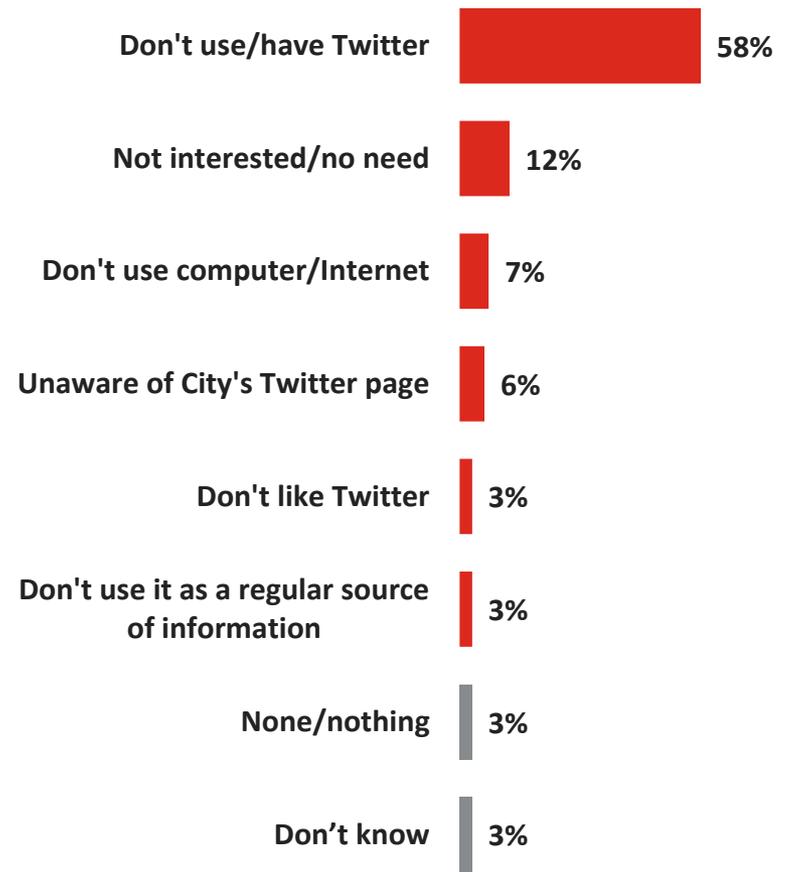
# Reasons for Not Visiting the City on Social Media

(Among those who have not visited the City's Facebook/Twitter pages) (Coded Open-Ends)

## FACEBOOK



## TWITTER



Mentions <3% not shown.

Q22A. Why have you not visited the City's Facebook page?

Base: Those who have not visited the City's Facebook page in the past 12 months (n=536)

Q22B. Why have you not visited the City's Twitter page?

Base: Those who have not visited the City's Twitter page in the past 12 months (n=577)



## DOWNTOWN



# Number of Visits to Downtown Langley (Typical Week)

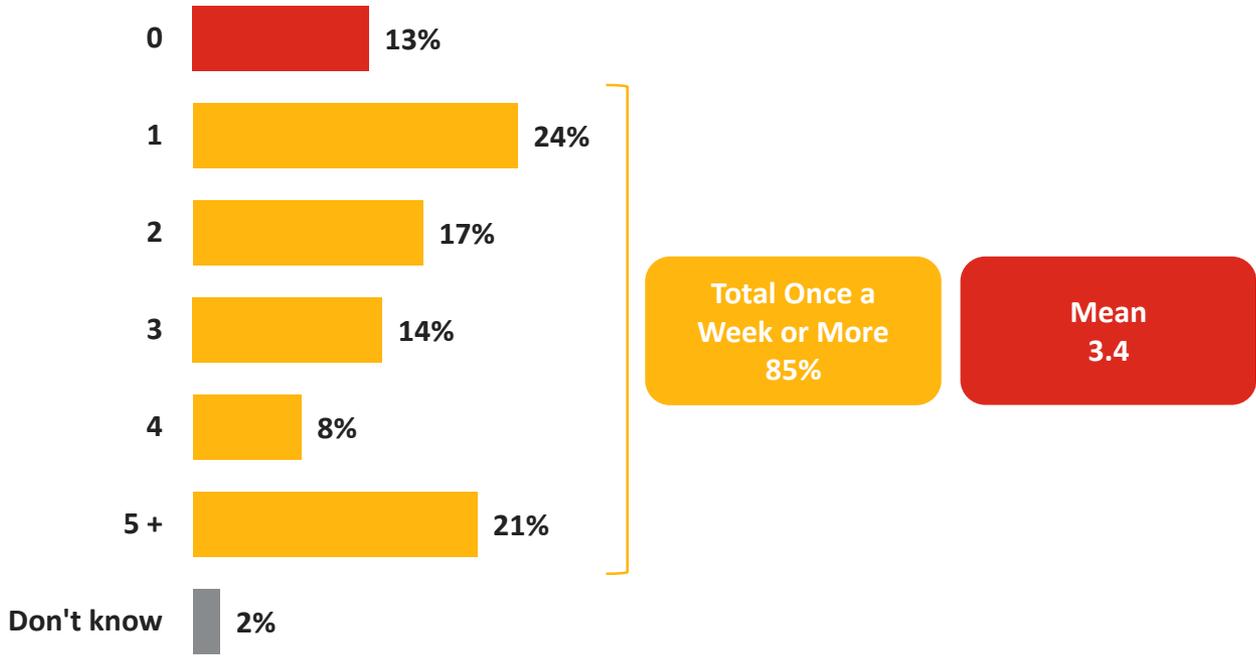
Overall, 85% of citizens say they visit downtown Langley at least once in a typical week. The average number of downtown visits is 3.4 times per week.

- Claimed visitation is consistent with 2013.

## ***Analysis by Demographic Subgroup***

Residents living in Blacklock, Simonds, Douglas are significantly more likely to say they visit downtown Langley at least once in a typical week (92%, 89%, and 87% vs. a low of 71% in Alice Brown).

# Number of Visits to Downtown Langley (Typical Week)



	2010	2013	201
	(n=600)	(n=600)	(n=601)
<b>Total Once a Week or More</b>	88%	85%	85%

Q23. In a typical week, how many times do you visit downtown Langley? By this, I mean visit the downtown as a specific destination rather than just driving through it on your way somewhere else.

Base: All respondents (n=601)

# Reasons for Visiting Downtown Langley

The single most common open-ended reason that residents give for visiting downtown Langley is “shopping” (69%). All other reasons are mentioned much less often, and include “dining” (22%), “professional services (banks, salons, medical, etc.)” (11%), “walking” (9%), “library” (9%), and “parks and recreation” (6%), among others.

- This year’s results are consistent with 2013.

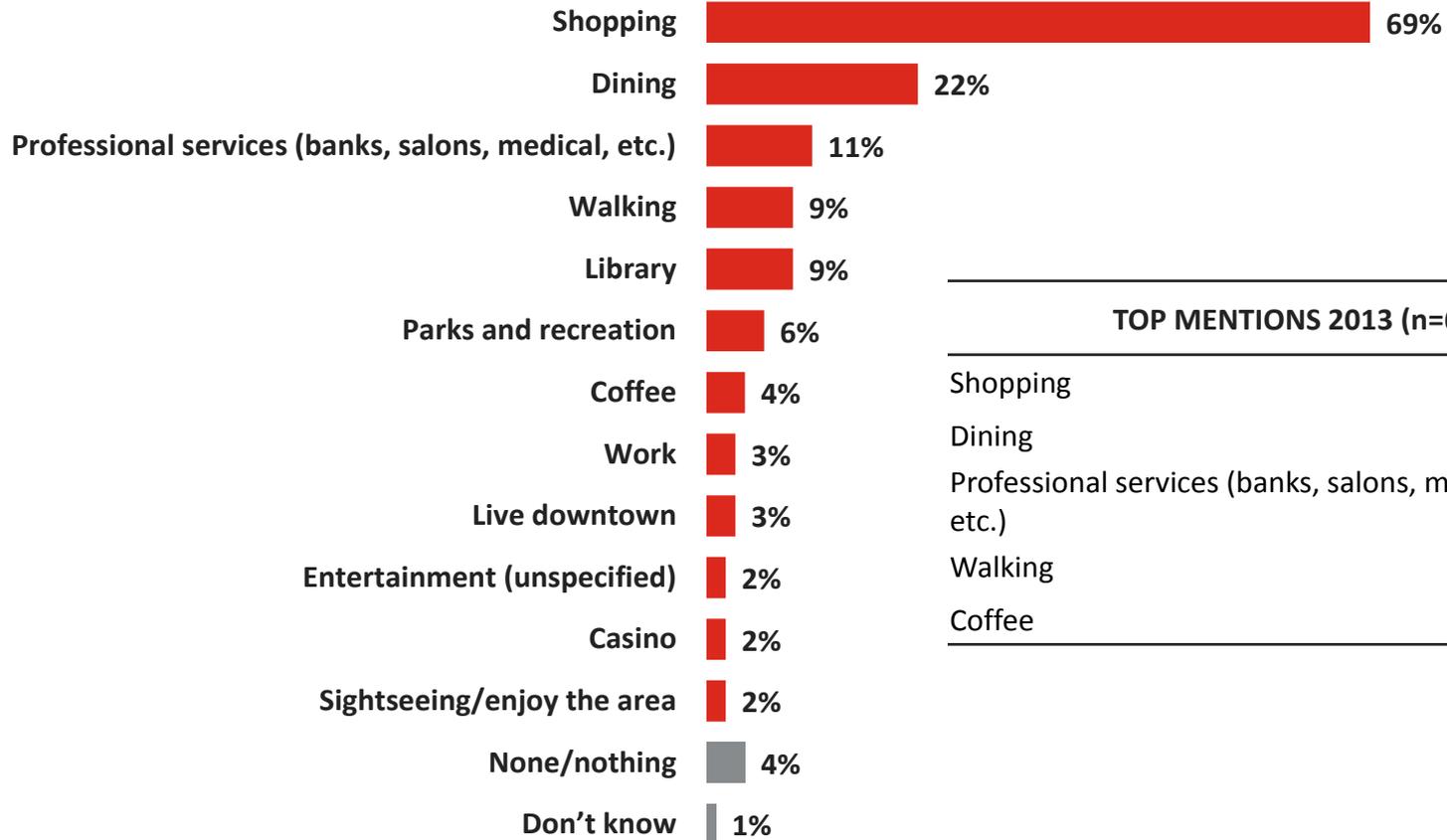
## ***Analysis by Demographic Subgroup***

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

- “Shopping” is mentioned more often by women (76% vs. 61% of men).
- “Dining” is mentioned more often by men (28% vs. 17% of women), those who have lived in Langley for 21+ years (32% vs. 18% of 10 years or less, 22% of 11-20 years), and those with higher household incomes (29% of \$100k+ vs. 16% of <\$40k, 22% of \$40k-<\$100k).
- “Professional services” are mentioned more often by older residents (16% of 65+ years vs. 8% of 18-44 years, 12% of 45-54 years, 14% of 55-64 years) and those living in Simonds and Douglas (16% and 15% vs. a low of 3% in Blacklock).
- “Walking” is mentioned more often by those living in Douglas (17% vs. lows of 1% in Alice Brown, 2% in Blacklock) and those with lower household incomes (13% of <\$40k+ vs. 11% of \$40k-<\$100k, 4% of \$100k+),
- “Library” is mentioned more often by women (13% vs. 5% of men), younger residents (13% of 18-44 years vs. 8% of 45-54 years, 4% of 55-64 years, 7% of 65+ years), and those who have lived in Langley for 11-20 years (13% vs. 9% of 10 years or less, 5% of 21+ years).

# Reasons for Visiting Downtown Langley

(Coded Open-Ends, Multiple Mentions Allowed)



Mentions <2% not shown.

TOP MENTIONS 2013 (n=600)	
Shopping	72%
Dining	24%
Professional services (banks, salons, medical, etc.)	11%
Walking	10%
Coffee	7%

Q24. What is the main reason you visit downtown Langley? Any other reasons?

Base: All respondents (n=601)

# Length of Visits to Downtown Langley

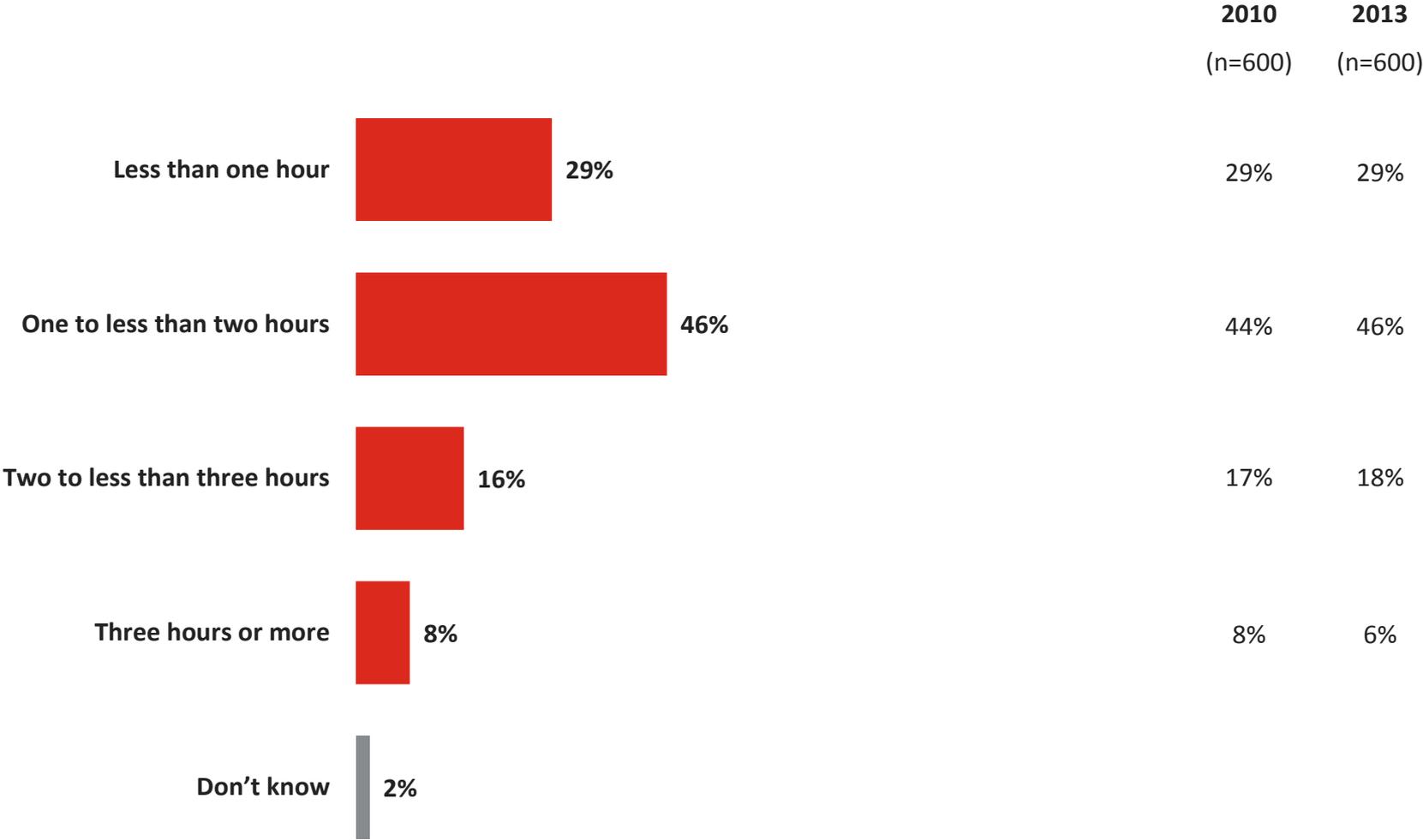
When asked how long their trips downtown typically last, three-quarters (75%) of residents say less than two hours, including 29% saying “less than one hour” and 46% saying “one to less than two hours”. Another 16% say their trips downtown typically last “two to less than three hours”, while 8% report taking “three hours or more”.

- This year’s results are consistent with 2013.

## ***Analysis by Demographic Subgroup***

The reported length of downtown visits is generally consistent across all key demographic subgroups with one exception. Specifically, renters tend to make significantly longer trips downtown, with 19% saying they stay ‘three hours or more’ vs. 5% of homeowners.

# Length of Visits to Downtown Langley



Q25. How long do your trips downtown usually last?

Base: All respondents (n=601)

# Perceptions of Downtown Langley Safety

Perceptions of downtown Langley safety vary by time of day.

A strong majority (94%) of residents say they feel safe when visiting downtown Langley in the daytime (64% 'very safe', 30% 'somewhat safe').

- While still highly favourable, perceptions of downtown safety (combined 'very/somewhat safe' responses) during the day have declined since 2013.

In contrast, only 56% say they feel safe when visiting downtown Langley in the evening (20% 'very safe', 36% 'somewhat safe'). A relatively large minority (38%) say they do not feel safe downtown during evening hours (13% 'not at all safe', 26% 'not very safe').

- Perceptions of downtown safety during the evening are on par with 2013.

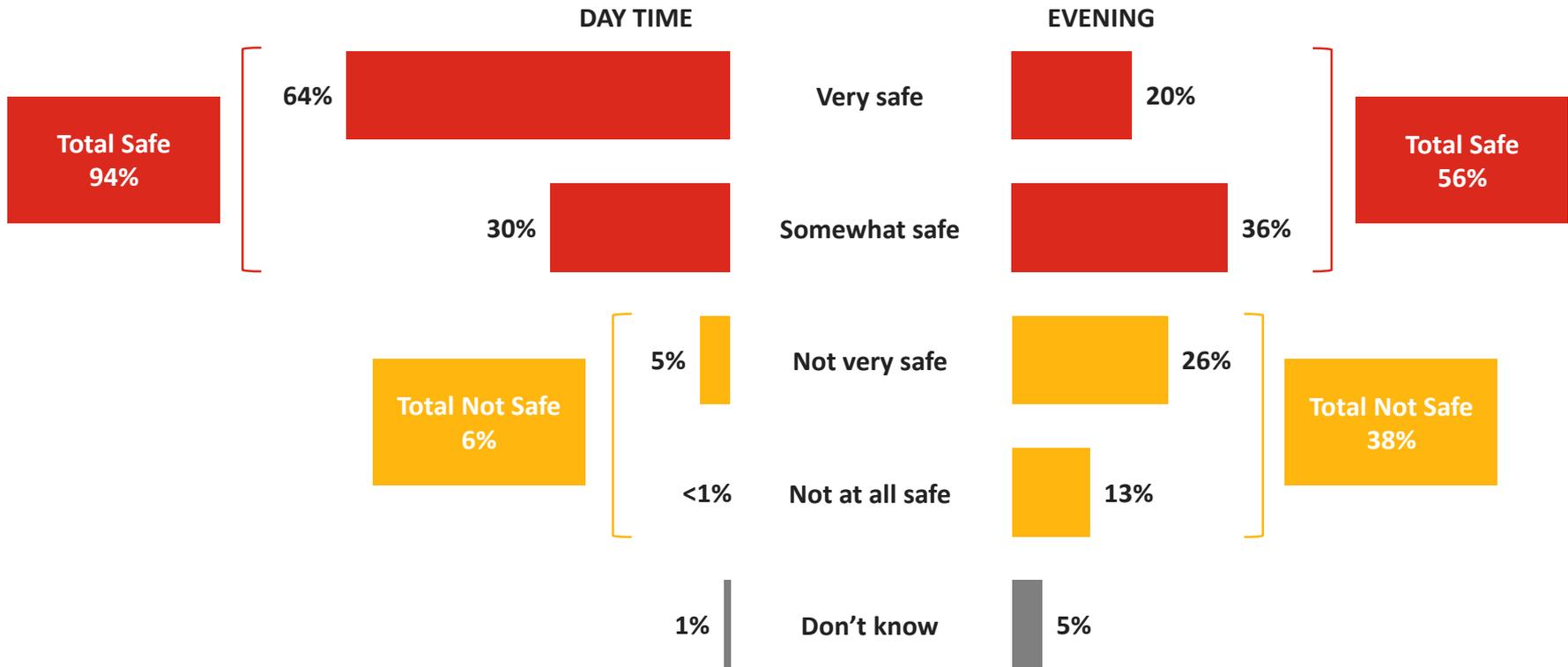
## ***Analysis by Demographic Subgroup***

Perceptions of downtown safety during the day are high among all demographic subgroups.

Some significant differences are seen regarding perceptions of downtown safety during the evening, with the highest 'very/somewhat safe' responses reported by:

- Men (72% vs. 43% of women); and,
- Those living in Blacklock (74% vs. a low of 49% in Douglas).

# Perceptions of Downtown Langley Safety



TOTAL SAFE	2010	2013	2016
	(n=600)	(n=600)	(n=601)
Daytime	98%	98%	94%
Evening	65%	54%	56%

Q26. How safe do you personally feel when visiting downtown Langley in the...?

Base: All respondents (n=601)

# Impact of Increased Hours of Operation on Frequency of Visiting Downtown Langley

There is some interest in increased hours of operation, with 38% of residents saying they would visit downtown Langley more often if stores were open in the evening and on Sundays (7% 'much more often', 31% 'somewhat more often'). However, the majority (61%) say this would have 'no impact' on how often they visit downtown.

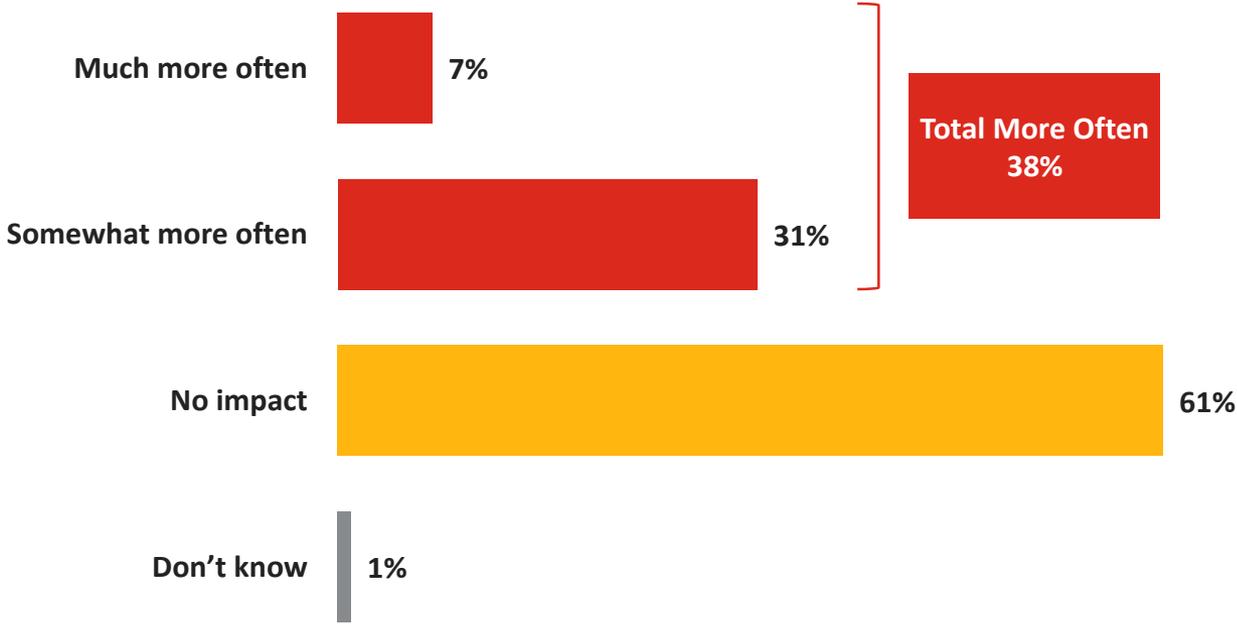
- Interest in increased hours of operation has grown significantly from 2013, with more residents this year saying they would visit downtown more often (combined 'much/somewhat more often' responses) if stores were open in the evening and on Sundays.

## ***Analysis by Demographic Subgroup***

Residents who are significantly more likely to say they would visit downtown Langley more often (combined 'much/somewhat more often' responses) if stores were open in the evening and on Sundays include:

- Those <65 years of age (includes 48% of 18-44 years, 41% of 45-54 years, and 37% of 55-64 years vs. 16% of 65+ years);
- Those who have lived in Langley for 20 years or less (41% vs. 30% of 21+ years); and,
- Those with household incomes of \$40k-<\$100k (44% vs. 29% of <\$40k, 40% of \$100k+).

# Impact of Increased Hours of Operation on Frequency of Visiting Downtown Langley



	2010	2013	2016
	(n=600)	(n=600)	(n=601)
<b>Total More Often</b>	30%	29%	38%
<b>Much more often</b>	7%	8%	7%

Q27. What impact, if any, would having more downtown stores open in the evening and on Sundays have on your frequency of visiting downtown? Would you go downtown much more often, somewhat more often, or would this have no impact on how often you go downtown?

Base: All respondents (n=601)

# Ease of Finding Parking in Downtown Langley

The majority (72%) of residents say it is easy to find parking in downtown Langley (25% 'very easy', 47% 'somewhat easy'). One-quarter (25%) say it is not easy to find parking downtown (6% 'not at all easy', 19% 'not very easy').

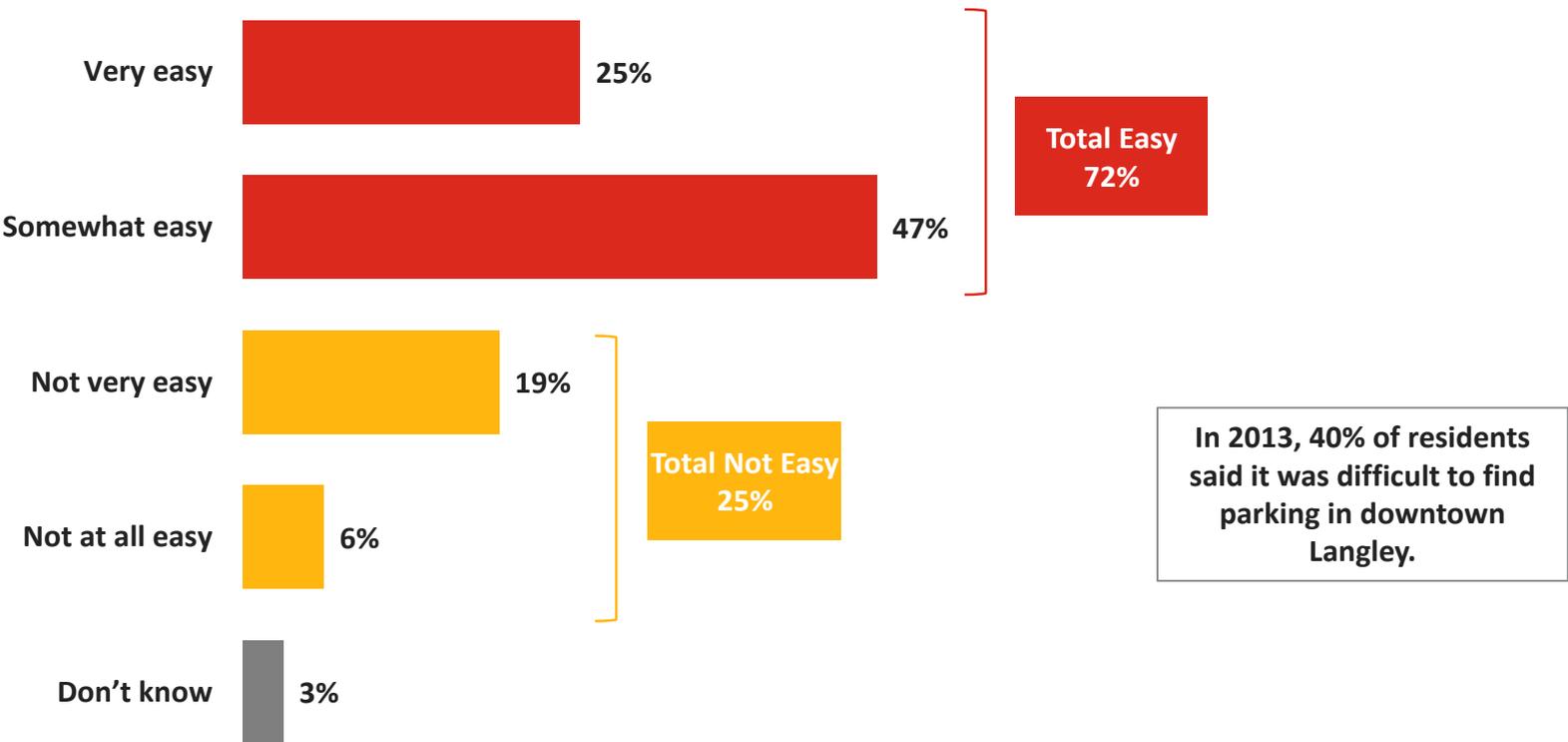
- While not directly comparable to previous surveys due to differences in question wording, residents reported a more mixed view of downtown parking in 2013.

## ***Analysis by Demographic Subgroup***

Residents who are significantly more likely to say it is easy (combined 'very/somewhat easy' responses) to find parking downtown include:

- Younger residents (78% of 18-44 years vs. 67% of those 45+ years); and,
- Those with household incomes of \$40k-<\$100k (77% vs. 66% of <\$40k, 71% of \$100k+).

# Ease of Finding Parking in Downtown Langley



Q28. How easy is it to find parking in downtown Langley?

Base: All respondents (n=601)

# Support for Pay Parking Meters in Downtown Langley

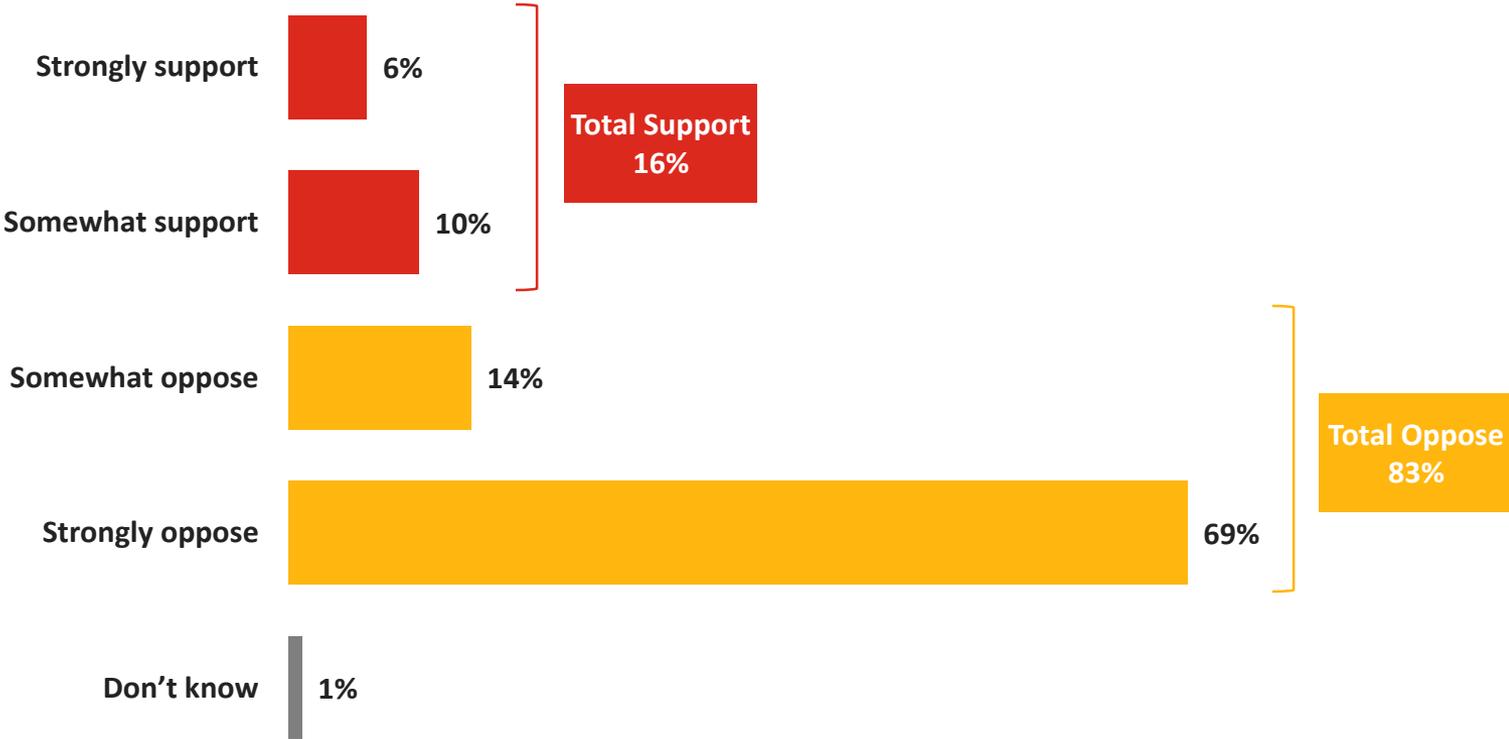
There is little support for implementing pay parking meters in downtown Langley in an effort to provide greater turnover. Overall, only 16% of residents say they would support pay parking meters, including 6% saying 'strongly support' and 10% saying 'somewhat support'. The vast majority (83%) are opposed, with nearly seven-in-ten (69%) saying 'strongly oppose' and another 14% saying 'somewhat oppose'.

## ***Analysis by Demographic Subgroup***

Support (combined 'strongly/somewhat support' responses) for pay parking meters in downtown Langley is significantly higher among:

- Men (21% vs. 12% of women);
- Those living in Douglas (22% vs. lows of 7% in Alice Brown, 9% in Blacklock); and,
- Renters (28% vs. 13% of homeowners).

# Support for Pay Parking Meters in Downtown Langley



Q29. In an effort to provide greater turnover and address the perceived shortage of parking in the City's downtown, would you support or oppose the implementation of pay parking meters in downtown Langley? (Is that strongly or somewhat support/oppose?)

Base: All respondents (n=601)

# Suggestions for Downtown Shops or Services

When asked for suggestions of shops or services that they would like to see more of in downtown Langley, more than four-in-ten (43%) residents decline to provide any specific suggestions, with 39% saying “none/nothing” and 4% saying “don’t know”.

Of the open-ended suggestions that are provided, the leading responses include “restaurants/fast food” (15%) and “clothing” (10%), followed by “bank/financial institutions” (5%) and “grocery/food” (5%).

- “Clothing stores” and “restaurants” were also the top mentions in 2013.

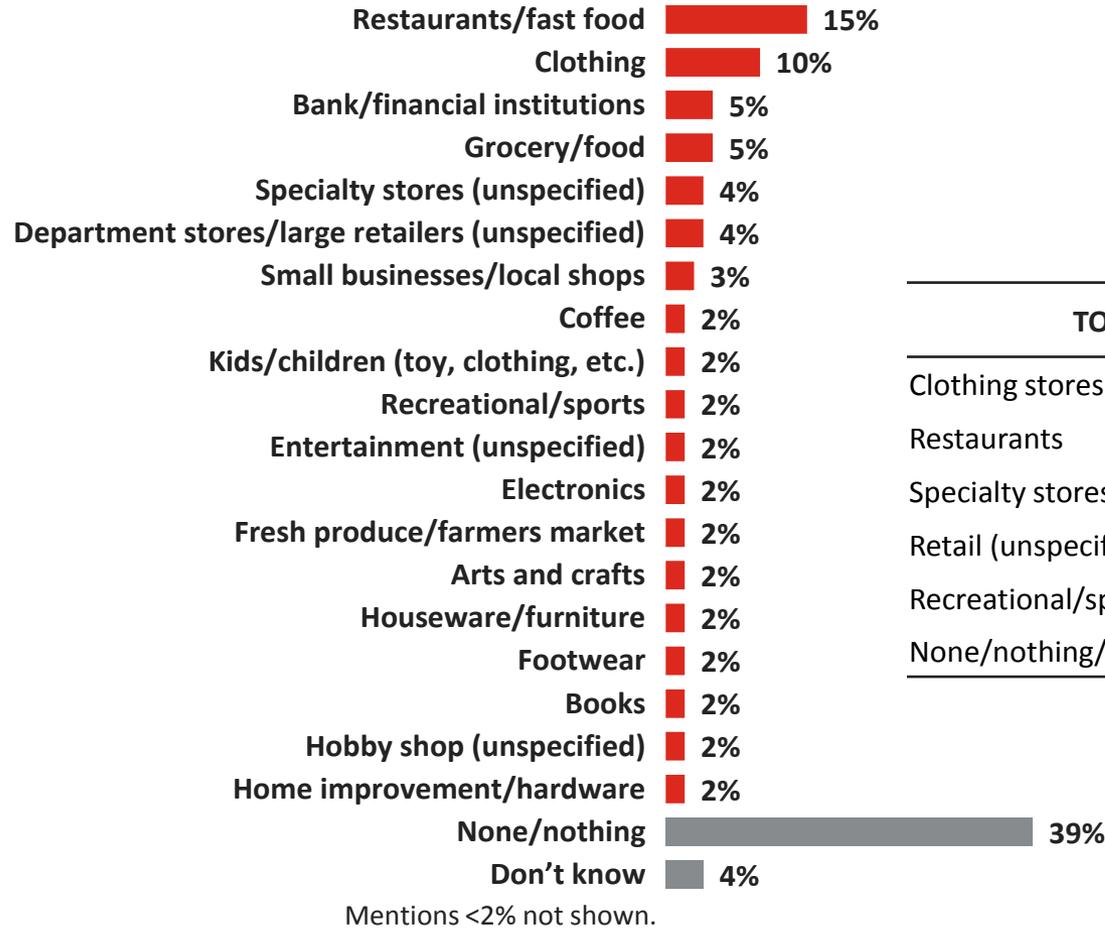
## ***Analysis by Demographic Subgroup***

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

- “Restaurants/fast food” are mentioned more often by men (21% vs. 10% of women), those living in Uplands and Douglas (27% and 21% vs. 5% in Simonds, 7% in Blacklock, 8% in Alice Brown, 14% in Nicomekl), and those with household incomes of \$40k+ (includes 18% of \$40k-<\$100k and 17% of \$100k+ vs. 7% of <\$40k).
- “Clothing stores” are mentioned more often by women (16% vs. 4% of men).
- “None/nothing” is mentioned more often by older residents (52% of 65+ years vs. 33% of 18-44 years, 39% of 45-54 years, 37% of 55-64 years), those living in Alice Brown (58% vs. lows of 29% in Uplands, 35% in Douglas, 37% in Nicomekl), and those who have lived in Langley for 21+ years (47% vs. 37% of 10 years or less, 35% of 11-20 years).

# Suggestions for Downtown Shops or Services

(Coded Open-Ends, Multiple Mentions Allowed)




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**TOP MENTIONS 2013 (n=600)**

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Clothing stores	13%
Restaurants	10%
Specialty stores (unspecified)	7%
Retail (unspecified)	5%
Recreational/sports store	4%
None/nothing/don't know	50%

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Q30. What types of shops or services would you like to see more of in downtown Langley? Anything else?

Base: All respondents (n=601)



## OTHER ISSUES



# Suggestions for Community Amenities or Services

When asked for specific community amenities or services that they would like to see the City provide, nearly six-in-ten (57%) residents decline to provide any specific suggestions, including 53% saying “none/nothing” and 4% saying “don’t know”.

Of the open-ended suggestions that are provided, “recreational facilities/programs/services” tops the list (10%), followed by “parks/green space/trails” (6%) and “policing/law enforcement” (5%), among others.

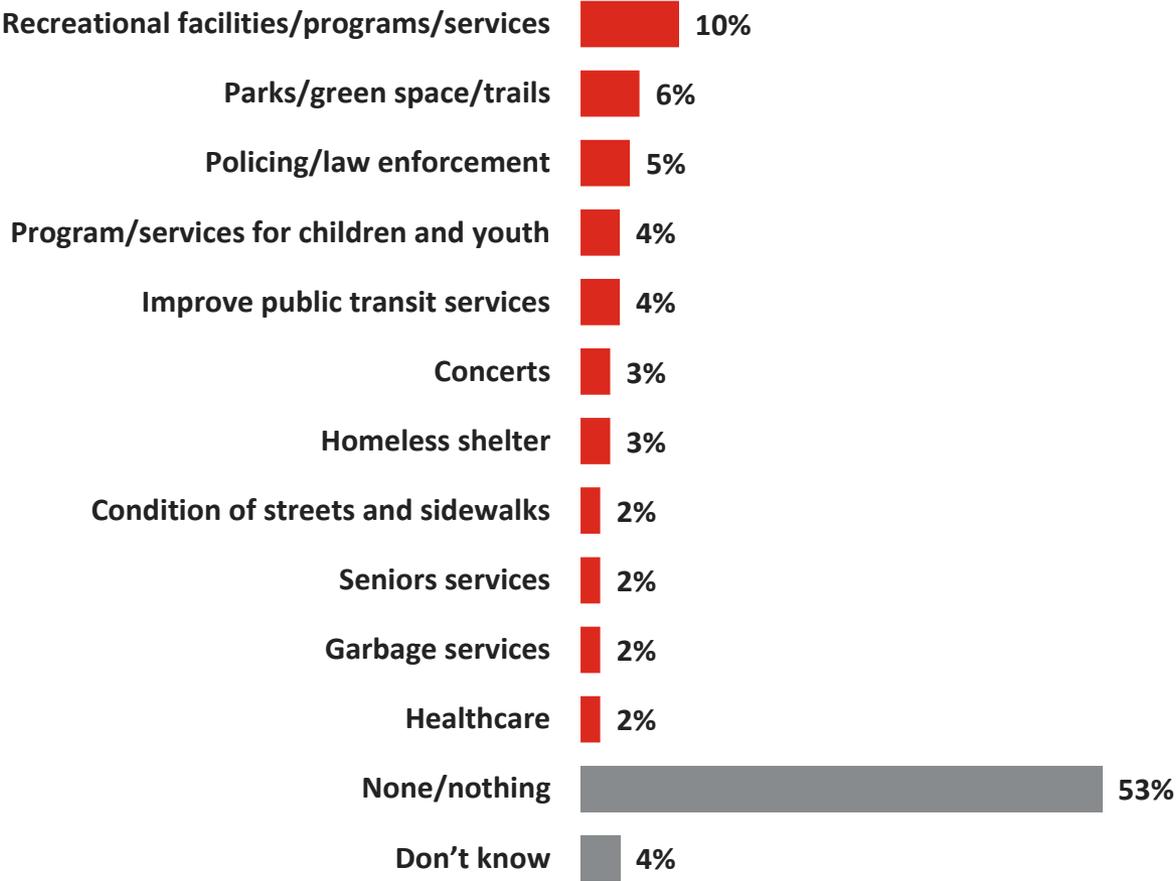
## ***Analysis by Demographic Subgroup***

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

- “Recreational facilities/programs/services” are mentioned more often by those <55 years of age (includes 11% of 18-44 years and 13% of 45-54 years vs. 9% of 55-64 years, 4% of 65+ years).
- “None/nothing” is mentioned more often by older residents (63% of 65+ years vs. 49% of 18-44 years, 52% of 45-54 years, 52% of 55-64 years), those living in Alice Brown (71% vs. lows of 43% in Uplands, 47% in Simonds), and those living in households without children under the age of 18 (58% vs. 45% of those with children at home).

# Suggestions for Community Amenities or Services

(Coded Open-Ends, Multiple Mentions Allowed)



Mentions <2% not shown.

Q31. What suggestions, if any, do you have for specific community amenities or services that you would like the City of Langley to provide to residents?

Base: All respondents (n=601)

# Prioritizing Demand for Community Events

Of the tested types of community events, citizens are most interested in seeing more “free family events” (50% total mentions). This is followed by “musical events” (40% total mentions), “festivals” (32% total mentions), and “arts and cultural events” (28% total mentions). Citizens are comparatively less interested in seeing more “sport events” (19% total mentions) and “theatre” (18% total mentions).

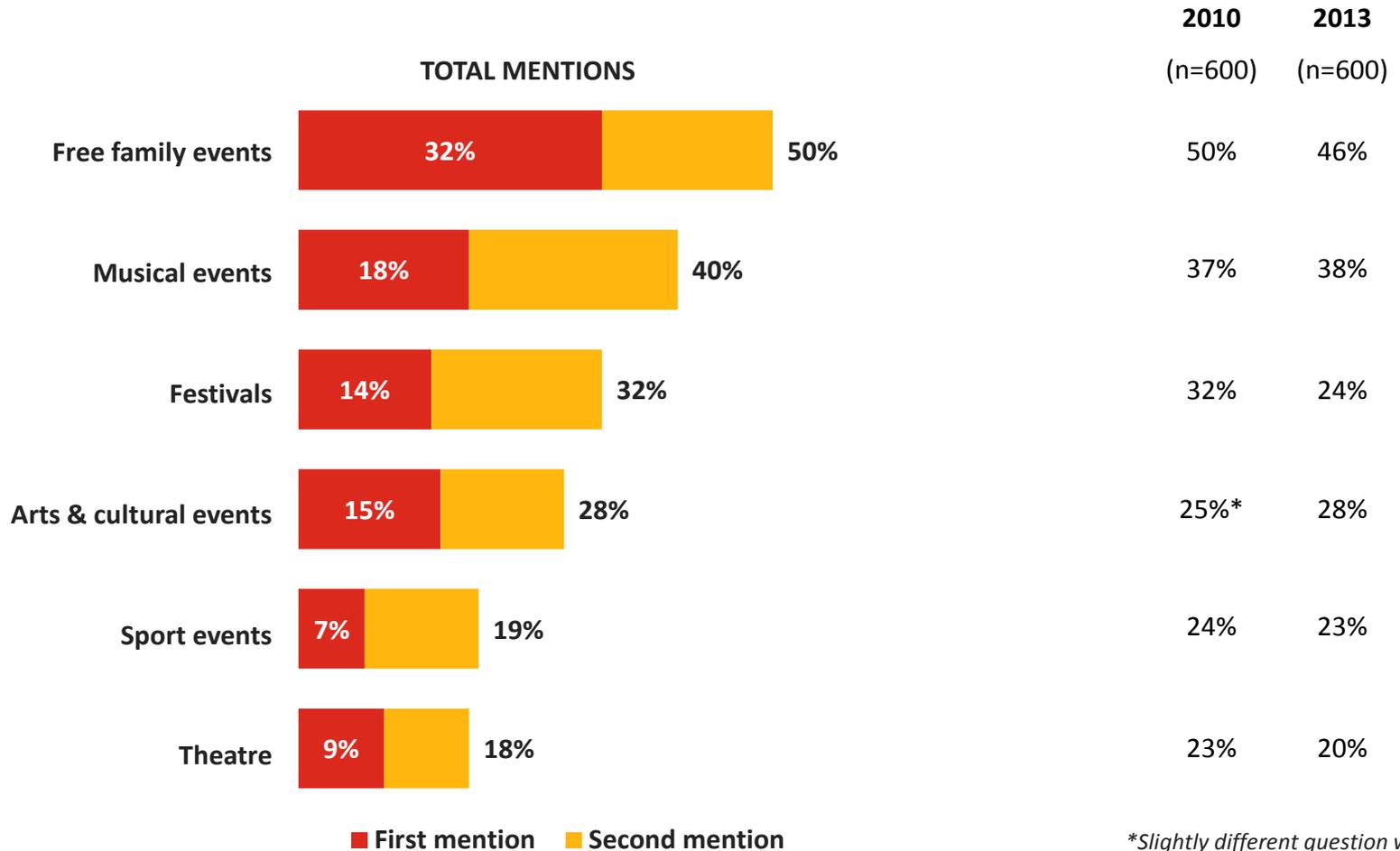
- This year’s results are generally consistent with 2013.

## ***Analysis by Demographic Subgroup***

Analysis by demographic subgroup shows some significant differences – highlights include (total mentions):

- “Free family events” are mentioned more often by younger residents (56% of 18-44 years vs. 47% of 45-54 years, 48% of 55-64 years, 44% of 65+ years) and those living in households with children under the age of 18 (68% vs. 40% of those without children at home).
- “Musical events” are mentioned more often by those living in households without children under the age of 18 (45% vs. 30% of those with children at home).
- “Festivals” are mentioned more often by those <55 years of age (includes 36% of 18-44 years and 35% of 45-54 years vs. 26% of 55-64 years, 23% of 65+ years).
- “Arts and cultural events” are mentioned more often by those who are 55-64 years of age (38% vs. 23% of 18-44 years, 27% of 45-54 years, 31% of 65+ years) and those living in households without children under the age of 18 (32% vs. 20% of those with children at home).
- “Sport events” are mentioned more often by men (24% vs 14% of women) and younger residents (25% of 18-44 years vs. 13% of 45+ years).
- “Theatre” is mentioned more often by women (22% vs. 13% of men).

# Prioritizing Demand for Community Events



Q32. Which of the following types of community events would you most like to see more of in Langley? And which type of event would you next most like to see more of in Langley?

Base: All respondents (n=601)

# Support for Smaller Lots South of Nicomekl River

Langley residents have divided opinions as to whether the City should allow smaller lots south of the Nicomekl River in an effort to help attract new investment and revitalize older neighbourhoods. Overall, 43% of residents say they would support allowing smaller lots while 51% are opposed. Of note, the intensity of opposition is almost three times that of support (33% 'strongly oppose' vs. 12% 'strongly support').

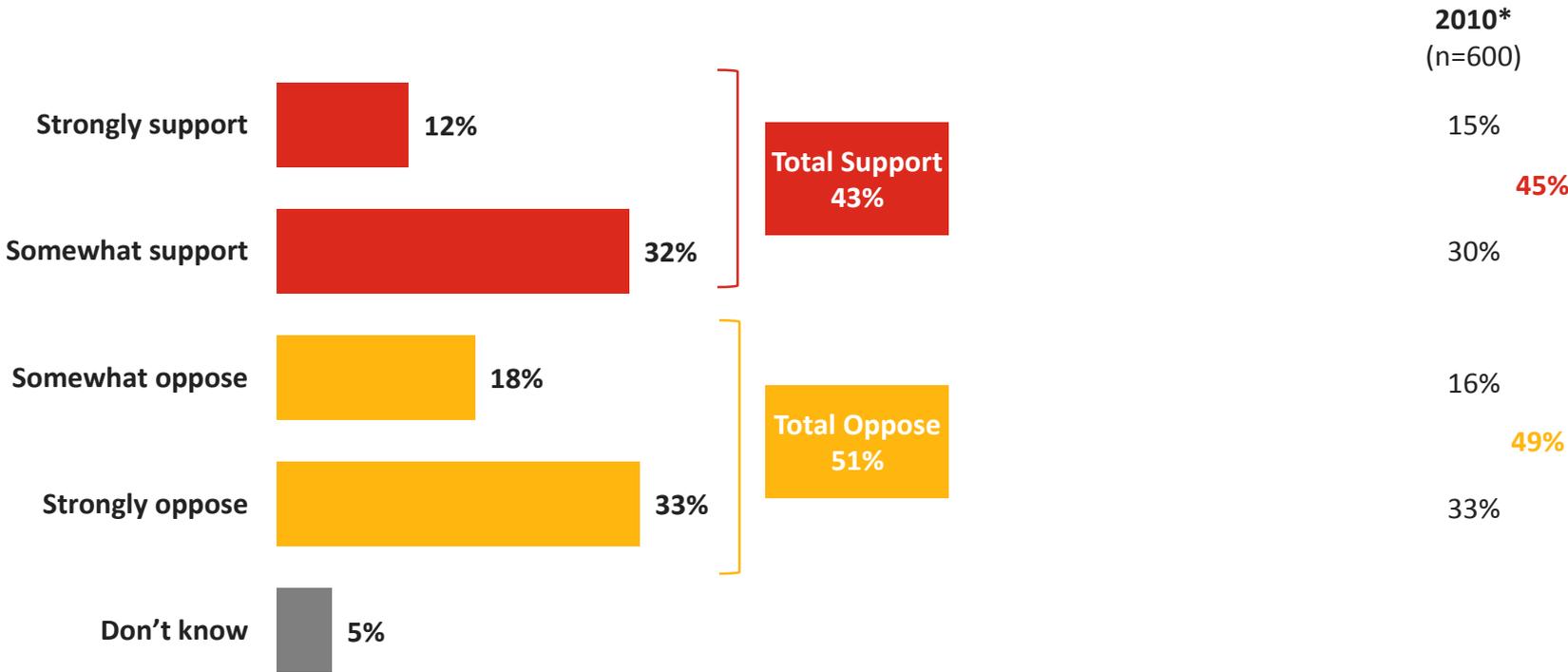
- While not directly comparable due to differences in question wording, this year's results appear similar to 2010 (the last time this question was asked).

## ***Analysis by Demographic Subgroup***

Support (combined 'strongly/somewhat support' responses) is significantly higher among:

- Those living in Douglas (57% vs. 26% in Alice Brown, 32% in Blacklock, 33% in Simonds, 42% in Nicomekl, 44% in Uplands);
- Renters (57% vs. 40% of homeowners);
- Those who have lived in Langley for 10 years or less (49% vs. 37% of 11-20 years, 41% of 21+ years); and,
- Those with lower household incomes (54% of <\$40k vs. 42% of \$40k-<\$100k, 38% of \$100k+).

# Support for Smaller Lots South of Nicomekl River



*\*Slightly different question wording*

Q33. To help attract new investment and revitalize older neighbourhoods, would you support or oppose the City allowing smaller lots south of the Nicomekl River? (Is that strongly or somewhat support/oppose?)

Base: All respondents (n=601)

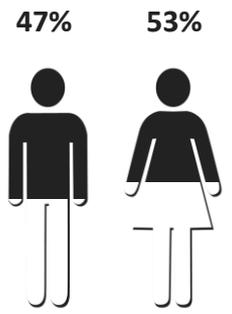


## WEIGHTED SAMPLE CHARACTERISTICS

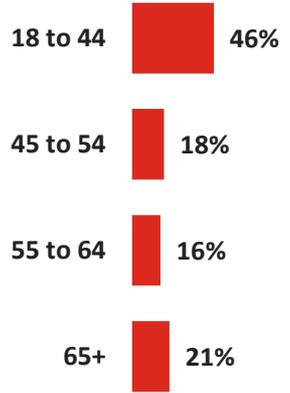


# Weighted Sample Characteristics

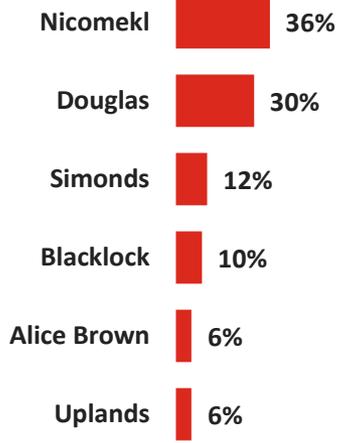
## Gender



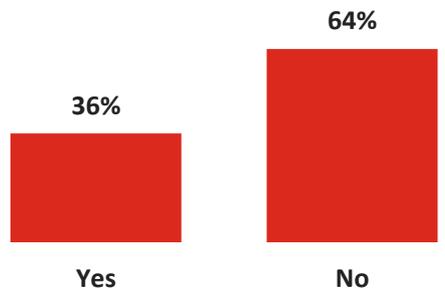
## Age



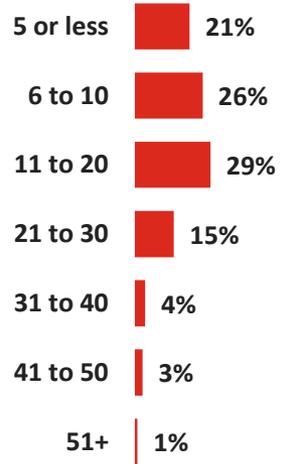
## Neighbourhood



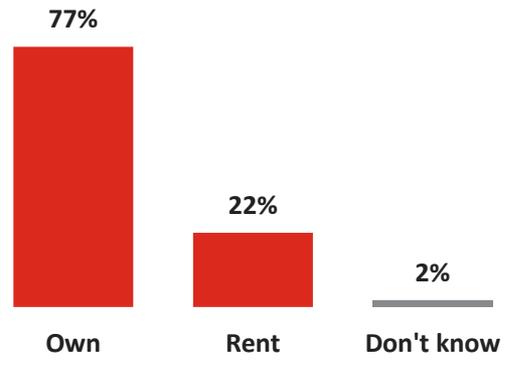
## Children Under 18 in Household



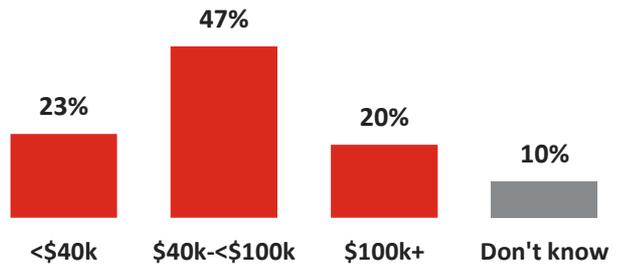
## Number of Years in Langley



## Homeownership



## Household Income





## APPENDIX: QUESTIONNAIRE



**City of Langley  
2016 Community Survey  
Final Questionnaire**

Hello, this is \_\_\_\_\_ calling from Ipsos. We're a professional public opinion research company calling on behalf of the City of Langley. We are not selling anything. The City is looking for your input about the programs and services it provides and the issues you think the City should prioritize.

May I please speak with the youngest person in the household who is 18 years of age or older? Is that you? [INTERVIEWER PRIOR TO SETTING A CALLBACK READ: And just to confirm, do you live in the City of Langley, and **not** the Township of Langley or some other municipality?]

Yes **[CONTINUE]**

Don't know **[ASK AGAIN, IF STILL DK/REF THEN THANK AND TERMINATE]**

No

May I speak to that person? **[READ INTRODUCTION]**

(IF NECESSARY: Please be assured that this survey is completely confidential.)

(IF NECESSARY: The survey will take about 14 minutes to complete.)

(INTERVIEWER NOTE: If inconvenient timing, schedule a call back).

**SCREENING**

A. Do you or does anyone in your household work for **(READ LIST)**?

**[RANDOMIZE]**

The City of Langley

An advertising agency

The media (IF NECESSARY: that is a radio or TV station or a newspaper or magazine)

A market research firm

**[ALWAYS LAST] (DO NOT READ) None**

**[IF 'NONE' IN QA, CONTINUE. OTHERWISE, THANK AND TERMINATE.]**

B. Do you live in the City of Langley, the Township of Langley, or some other municipality?

City of Langley

Township of Langley

Some other municipality

**[IF 'CITY OF LANGLEY' IN QB, CONTINUE. OTHERWISE, THANK AND TERMINATE.]**

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

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

**[IF 'DK/REF' IN QC, THANK & TERMINATE. OTHERWISE, CONTINUE]**

D. In which of the following neighbourhoods do you live? **(READ LIST) [ACCEPT 1 MENTION ONLY]**

**[RANDOMIZE]**

- Uplands
- Blacklock
- Douglas
- Nicomekl (NICK-O-MEKEL)
- Simonds
- Alice Brown

**[ALWAYS LAST] (DO NOT READ) Other [do not specify]**

**[IF 'OTHER/DK/REF' IN QC, CLASSIFY BASED ON SAMPLE.]**

E. **RECORD GENDER (DO NOT ASK)**

- Male
- Female

**TOP-OF-MIND ISSUES**

1. In your view, as a resident of the City of Langley, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? **(ACCEPT 1 MENTION)** Are there any other important local issues? **(ACCEPT 1 MENTION)**

**[OPEN-END - RECORD 1<sup>st</sup> MENTION SEPERATELY]**

**[OPEN-END - RECORD 2<sup>nd</sup> MENTION SEPERATELY]**

None/nothing

**[IF 'NONE/DK/REF' AT ANY TIME AT Q1, SKIP TO Q2]**

**QUALITY OF LIFE**

2. What do you like best about living in the City of Langley? **(ACCEPT 1 MENTION)**

**[OPEN-END]**

3. How would you rate the overall quality of life in the City of Langley today? Would you say **(READ LIST)**?

Very good  
Good  
Poor  
Very poor

4. And, do you feel that the quality of life in the City of Langley in the past three years has **(READ LIST)**?

Improved  
Stayed the same  
Worsened

**[IF 'IMPROVED' IN Q4, ASK Q5. OTHERWISE, SKIP TO Q6.]**

5. Why do you think the quality of life has improved? **(ACCEPT 1 MENTION)**

**[OPEN-END]**

**[IF 'WORSENERD' IN Q4, ASK Q6. OTHERWISE, SKIP TO Q7.]**

6. Why do you think the quality of life has worsened? **(ACCEPT 1 MENTION)**

**[OPEN-END]**

**LIFE IN THE CITY OF LANGLEY**

**[ASK ALL]**

7. I'm now going to read a few statements about the City of Langley and would like you to tell me if you agree or disagree with each one. The first one is **[INSERT ITEM]**. (Would that be strongly or somewhat agree/disagree)? How about **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

**[RANDOMIZE]**

The City of Langley is a place where residents feel safe and secure  
The City of Langley is accountable to the community for leadership and good governance  
The City of Langley believes in and practices open and accessible government

Strongly agree  
Somewhat agree  
Somewhat disagree  
Strongly disagree

8. Would you say you generally feel more secure or less secure in your community now than you did three years ago? (Would that be a lot or somewhat more/less secure?)

A lot more secure  
Somewhat more secure  
Somewhat less secure  
A lot less secure  
**(DO NOT READ)** No change

**CITY SERVICES**

9. I am going to read a list of services provided to you by the City of Langley. For each, please rate how **satisfied** you are, using a scale of **(READ LIST)**. The first one is **[INSERT ITEM]**. How about **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

**[RANDOMIZE]**

**[ALWAYS 1ST]** The overall level and quality of services provided by the City of Langley Recreation facilities (IF NECESSARY: This includes things such as the Douglas Recreation Centre, Timm’s Community Centre, Al Anderson Memorial Pool, parks, trails, and other green space)

- The Fraser Valley Regional Library in City Hall
- Public works, including drinking water quality and sewers
- Police services
- Fire protection
- Recycling and garbage services
- Emergency preparedness
- Bylaw enforcement
- Boulevard maintenance
- Road conditions

- Very satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**FINANCING**

10. Overall, do you think you get good value or poor value for the taxes you pay? Would that be **(READ LIST)**?

- Very good value
- Fairly good value
- Fairly poor value
- Very poor value

11. Municipal property taxes are the primary way to pay for services provided by the City of Langley. 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 of the following four options would you most like the City to pursue? **(READ LIST) (ACCEPT 1 MENTION)**

**[ROTATE 1-4, 4-1]**

- Increase taxes – to enhance or expand services
- Increase taxes – to maintain services at current levels
- Cut services – to maintain current tax level
- Cut services – to reduce taxes

**[ALWAYS LAST] (DO NOT READ)** None

12. The City of Langley's municipal infrastructure – including road, water, sewer, and storm systems – is aging, and investments are required in order to meet the current and future needs of residents. To help finance infrastructure renewal, please tell me if you would support or oppose the City **[INSERT ITEM]**. (Is that strongly or somewhat support/oppose?) How about **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

**[RANDOMIZE]**

Increasing property taxes

Incurring debt

Strongly support

Somewhat support

Somewhat oppose

Strongly oppose

**COMMUNICATION WITH RESIDENTS**

Changing topics slightly...

13. Are you satisfied or dissatisfied with the amount of opportunity you have available to be heard regarding decisions affecting your neighbourhood? (Would that be very or somewhat satisfied/dissatisfied)?

Very satisfied

Somewhat satisfied

Somewhat dissatisfied

Very dissatisfied

14. Thinking about your information needs, what kinds of information do you want the City of Langley to provide you with? Any others? **(ACCEPT 2 MENTIONS)**

**[OPEN-END]**

None/nothing

15. And what methods would be best for the City to communicate information to you? Any others? **(DO NOT READ LIST) (ACCEPT 2 MENTIONS)**

**[MULTIPUNCH – ALLOW 2 PUNCHES]**

Direct mail (flyers, newsletters, etc.)

Newspaper

Email (includes City newsletter, recreation guide)

City website

Online/ internet (unspecified)

Public meetings

Social media Facebook

Social media Twitter

Other [specify]

None **[MUTUALLY EXCLUSIVE]**

16. In the past 12 months, how many Langley City Council meetings have you personally attended in-person or watched live broadcasts on Shaw TV cable or by web-streaming? **(RECORD NUMBER)**

**[RANGE 0 TO 22]**

**[IF Q16=0, ASK Q17. OTHERWISE, SKIP TO Q18.]**

17. What is the main reason why you do not watch or attend Langley City Council Meetings? **(DO NOT READ LIST) (ACCEPT 1 MENTION)**

- Not interested
- Too time consuming
- Not relevant to me
- Not aware of when meetings are held/broadcast
- No reason in particular
- Other (specify)

**[ASK ALL]**

18. Earlier this year, the City of Langley changed its telephone system so that callers to the main line are greeted with a pre-recorded menu of options instead of a live receptionist. Have you personally called the City's main line and heard this pre-recorded menu of options?

- Yes
- No

**[IF 'YES' IN Q18, ASK Q19. OTHERWISE, SKIP TO Q20.]**

19. How satisfied were you with your experience with the City's pre-recorded menu of options when calling the main line? **(READ LIST)**

- Very satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

**CITY WEBSITE & SOCIAL MEDIA**

**[ASK ALL]**

20. In the past 12 months, have you personally visited the City of Langley's **[INSERT ITEM]? (RECORD RESPONSE)** (How about the City of Langley's **[INSERT ITEM]? (RECORD RESPONSE)**)

**[RANDOMIZE]**

- Website
- Facebook page
- Twitter page

- Yes
- No

**[ASK Q21 FOR EACH ITEM 'YES' TO IN Q20. IF 'NO/DK' TO ALL IN Q20, SKIP TO Q22.]**

21. How useful was the content of information and online services available on the City's **[INSERT ITEM]**? Was it **(READ LIST)**? (How about on the City's **[INSERT ITEM]**)?  
**(REPEAT LIST IF NECESSARY)**

**[RANDOMIZE]**

Website  
Facebook page  
Twitter page

Very useful  
Somewhat useful  
Not too useful  
Not at all useful

**[IF 'NO' TO FACEBOOK IN Q20, ASK Q22A.]**

22. A. Why have you not visited the City's Facebook page? **(ACCEPT 1 MENTION)**

**[OPEN-END]**

**[IF 'NO' TO TWITTER IN Q20, ASK Q22B.]**

22. B. Why have you not visited the City's Twitter page? **(ACCEPT 1 MENTION)**

**[OPEN-END]**

### **DOWNTOWN**

**[ASK ALL]**

The next few questions are about the City of Langley's downtown area.

23. In a typical week, how many times do you visit downtown Langley? By this, I mean visit the downtown as a specific destination rather than just driving through it on your way somewhere else. **(RECORD NUMBER OF TIMES)**

**[RANGE 0 TO 40]**

24. What is the main reason you visit downtown Langley? Any other reasons? **(DO NOT READ LIST) (ACCEPT 2 MENTIONS)**

**[MULTIPUNCH – ALLOW 2 PUNCHES]**

Shopping  
Dining  
Professional services such as banks, salons, medical, etc  
Work  
Walking  
Visiting friends or family  
Coffee  
Library  
Entertainment (unspecified)  
Parks and recreation

Live downtown  
Casino  
Other [specify]  
None/no reason **[MUTUALLY EXCLUSIVE]**

25. How long do your trips downtown usually last? Would you say **(READ LIST – STOP READING LIST IF ANSWER PROVIDED)? (ACCEPT 1 MENTION ONLY)**

**[DO NOT RANDOMIZE]**

Less than one hour  
One to less than two hours  
Two to less than three hours  
Three hours or more

26. How safe do you personally feel when visiting downtown Langley in the **(READ ITEM)?** Would you say **(READ LIST)?** How about when visiting in the **(READ LIST)? (REPEAT LIST IF NECESSARY)**

**[RANDOMIZE]**

Daytime  
Evening

Very safe  
Somewhat safe  
Not very safe  
Not at all safe

27. What impact, if any, would having more downtown stores open in the evening and on Sundays have on your frequency of visiting downtown? Would you go downtown much more often, somewhat more often, or would this have no impact on how often you go downtown?

Much more often  
Somewhat more often  
No impact

28. How easy is it to find parking in downtown Langley? Would you say **(READ LIST)?**

Very easy  
Somewhat easy  
Not very easy  
Not at all easy

29. In an effort to provide greater turnover and address the perceived shortage of parking in the City's downtown, would you support or oppose the implementation of pay parking meters in downtown Langley? (Is that strongly or somewhat support/oppose?)

Strongly support  
Somewhat support  
Somewhat oppose  
Strongly oppose

30. What types of shops or services would you like to see more of in downtown Langley?  
Anything else? **(ACCEPT 2 MENTIONS)**

**[OPEN-END]**

**OTHER ISSUES**

Next are a few questions about various topics the City would like citizen feedback on.

31. What suggestions, if any, do you have for specific community amenities or services that you would like the City of Langley to provide to residents? Any others?  
**(ACCEPT 2 MENTIONS)**

**[OPEN-END]**

32. Which of the following types of community events would you most like to see more of in Langley? **(READ LIST) (ACCEPT 1 MENTION)** And which type of event would you next most like to see more of in Langley? **(READ REMAINING ITEMS) (ACCEPT 1 MENTION) [IF NONE/DK/REF AT ANY TIME, SKIP TO Q33]**

**[RANDOMIZE]**

Arts & cultural events  
Free family events  
Sport events  
Festivals  
Musical events  
Theatre

**[ALWAYS LAST] (DO NOT READ) None**

**[RECORD 1<sup>ST</sup> MENTION]**

**[RECORD 2<sup>ND</sup> MENTION]**

33. To help attract new investment and revitalize older neighbourhoods, would you support or oppose the City allowing smaller lots south of the Nicomekl (NICK-O-MEKEL) River? (Is that strongly or somewhat support/oppose?)

Strongly support  
Somewhat support  
Somewhat oppose  
Strongly oppose

**DEMOGRAPHICS**

Finally, I just want to ask you some questions for statistical purposes.

34. Do you have any children under the age of 18 living in your household?

Yes  
No

35. Do you own or rent your current place of residence?

Own  
Rent

36. How many years have you lived in the City of Langley? **(IF LESS THAN 1 YEAR, ENTER 0)**

**[RANGE 0 TO 100]**

37. Which of the following categories best describes your household's income? That is, the total income before taxes of all persons in your household combined? **(READ LIST – STOP READING WHEN ANSWER PROVIDED)**

Under \$25,000  
\$25,000 to under \$40,000  
\$40,000 to under \$60,000  
\$60,000 to under \$80,000  
\$80,000 to under \$100,000  
\$100,000 to under \$150,000  
\$150,000 or over

38. Lastly, in order to know how to classify your responses, can you please provide me with your postal code? (IF NECESSARY, ADD: I assure you that this information will remain completely confidential. We only use it for classification purposes.)

**On behalf of the City of Langley, thank you for completing this survey! The survey results will be available at City Hall and on the City's webpage.**