



# Strategic Plan 2024 - 2027 Renewal

*What We Heard*

## What We Heard

Coquitlam is renewing its corporate Strategic Plan so that the City's strategic direction continues to reflect the current and future needs of our community.

Between June and October 2023, City staff gathered input through engagement with the public as well as a variety of targeted audiences. This input – which is being used to understand community priorities, values and issues – will be considered along with statistically valid Community Satisfaction Survey results, feedback from Council and planning best practices to create a renewed Strategic Plan to guide our City to 2027.

This infographic provides a summary analysis of key insights and trends from the public engagement period. A complete report is available at: [LetsTalkCoquitlam.ca/StrategicPlan](https://LetsTalkCoquitlam.ca/StrategicPlan).

## What We Did

### Public Survey



**550+**  
submissions

### Community Group Discussions\*



**60+**  
participants  
across 8 groups

### In-person 'pop-up' booth at Coquitlam's Canada Day event



engaging over  
**150**  
attendees

### Visits to [LetsTalkCoquitlam.ca/StrategicPlan](https://LetsTalkCoquitlam.ca/StrategicPlan)



**2,200+**  
visits

### 26,000 people reached on the City's social media channels (Facebook, Instagram, Twitter/X)



**26,000+**  
people

## Key Insights

The analysis of our engagement results provided key insights for considering in a renewed Strategic Plan:

- A safe, financially well-managed, and environmentally sustainable City is highly valued;
- Balanced growth and livability, housing and development and environmental sustainability are priority issues for focusing the City's advancement of local government's core mandates;
- The interconnected nature of the feedback shows the complexity of planning and development, public works and infrastructure, public safety and managing a City with a diverse and growing population.

*\*Community group discussions included: Council Advisory Committees (Community Safety, Culture Services, Economic Development, Multiculturalism, Sports and Recreation, Sustainability and Environment, Universal Access-Ability), and Tri-Cities Local Immigration Partnership.*

## What Our Community Told Us

### Issues and Values

We asked public survey participants what issues they would like the City of Coquitlam to focus on over the next four years, as well as the values that describe what the City should be.

#### Issues

When survey participants were asked to select up to three issues that are their **most important issues**, the top five most frequent responses were:

- 1** **Balanced growth and livability**  
(48% of total participants)
- 2** **Housing and development**  
(34%)
- 3** **Community and neighbourhood planning**  
(34%)
- 4** **Environmental sustainability**  
(29%)
- 5** **Transportation**  
(26%)

When asked to rank which of their selected issues was their **top priority issue**, the top five answers were:

- 1** **Balanced growth and livability**  
(25% of total participants)
- 2** **Housing and development**  
(17%)
- 3** **Environmental sustainability**  
(11%)
- 4** **Community and neighbourhood planning**  
(9%)
- 5** **Public Safety**  
(9%)

#### Values

When survey participants were asked to select up to their top three **values in terms of what their City should be**, the top five most frequent responses were:

- 1** **Safe**  
(53% of total participants)
- 2** **Financially well-managed**  
(50%)
- 3** **Green / environmentally sustainable**  
(42%)
- 4** **Open, fair and accountable**  
(30%)
- 5** **Clean**  
(29%)

When asked to rank which of their selected values was their **top value**, the top five answers were:

- 1** **Safe**  
(23% of total participants)
- 2** **Financially well-managed**  
(21%)
- 3** **Green / environmentally sustainable**  
(19%)
- 4** **Open, fair and accountable**  
(11%)
- 5** **Accessible**  
(5%)

## Trends

The accumulation of public input – from open-ended public survey feedback, community group discussions, and the Canada Day pop-up event – saw trends that were aligned with the above-noted issues and values. These aligned trends are outlined below.

### Issues

- **Balanced growth and livability** – development and the pace of growth are impacting the amenities and infrastructure that contribute to livability.
- **Housing and development** – insufficient supply and types of housing, especially affordable housing as well as contrasting calls to stop or slow down development.
- **Transportation** – infrastructure and maintenance are not keeping pace with growth, including active transportation and public transit, as well as safety measures to mitigate speeding, unsafe driving, and vehicle theft or break-ins.



### Values

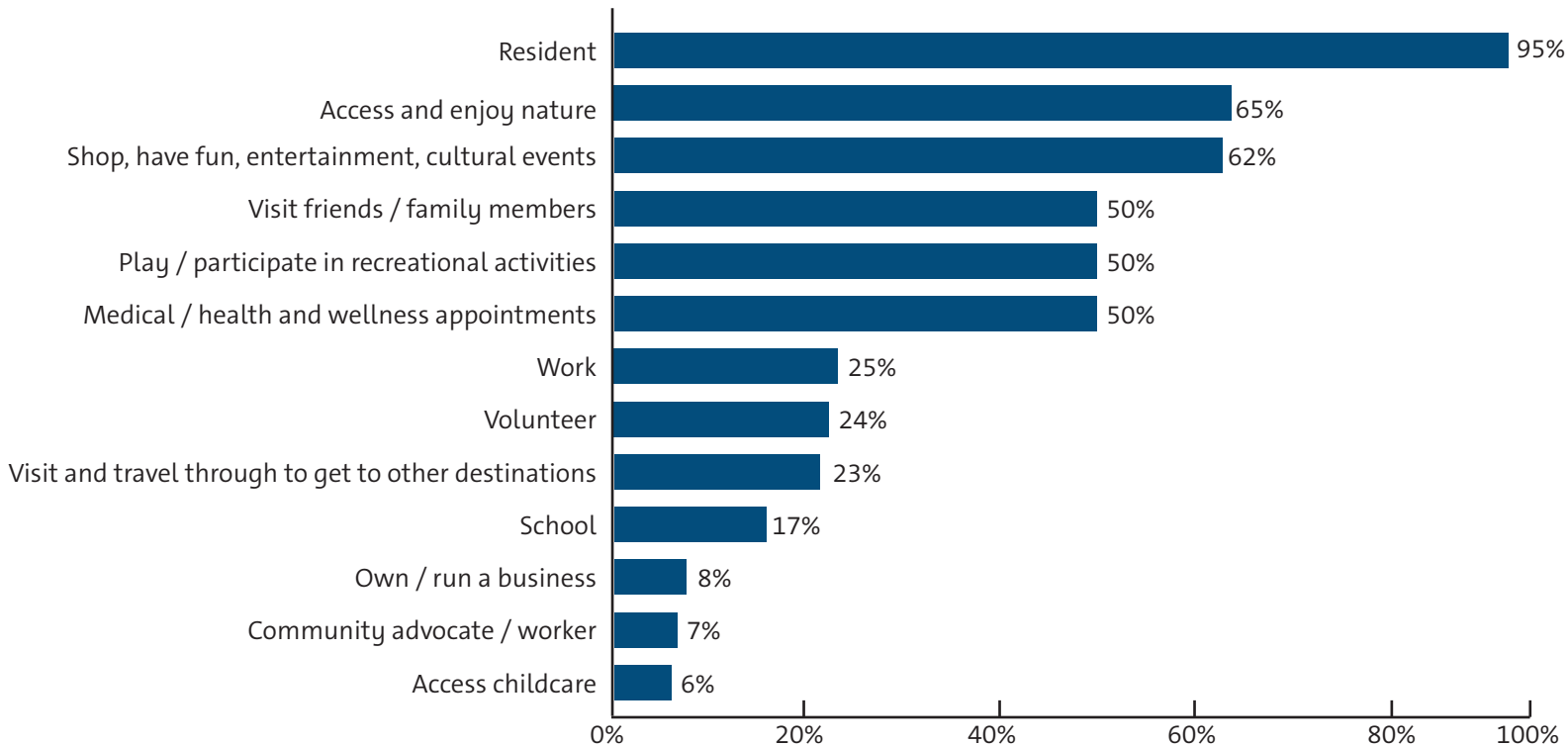
- **Securing community safety** through enhanced public lighting, and addressing crime, substance use and homelessness.
- **Building a green / environmentally sustainable community** with more trees, green spaces, active transportation and alternative energy.
- **Advancing community resiliency** in the face of challenges that impact quality of life, such as: rising costs, climate change, and lack of access to adequate medical services.



## Who We Heard From (Public Survey)

### Connection to Coquitlam

95% of survey respondents said they live in Coquitlam.



### Age Distribution

We heard from people of all ages in our public survey. The largest cohort was 65 to 74 year olds (22%) and the smallest cohort was under 18 (0.4%). Half of respondents (50%) reported being 55+.

### Gender Identity

There was representation from women (52%) and men (41%) as well as some representation from non-binary identifying folks (1%).

6% did not disclose.

### Additional Identities / Lived Experiences

Additional identities and lived experiences were reported in many participants' households, with the top representations being:

Children / youth (18 and under) living in the household (22%)

Single income household (19%)

Person(s) of colour / from a racialized community (17%)

Annual gross household incomes under \$50k (9%)

Primary languages spoken at home is not one of Canada's official languages (9%)

