Public Engagement Survey 2020 – Detailed Analysis

Survey Results
May 25, 2020

The results of this survey, conducted between February 12, 2020 and March 15, 2020, are not weighted to the City of Surrey’s population.

The results are based on 1,640 survey responses.
Profile of Participants

Q: Which age group do you fit into?
Q: There are 6 communities in Surrey. Which one do you live in?
Total participants: 1375/1387 (excludes those records where Age and Community is blank).

Age Range
- Over 60 years: 50%
- 40-59 years: 36%
- Under 40 years: 14%

Surrey Community
- South Surrey: 25%
- Cloverdale: 20%
- Newton: 15%
- Fleetwood: 15%
- Whalley: 13%
- Guildford: 10%

I am unsure which Community I live in: 1%
<table>
<thead>
<tr>
<th>Community</th>
<th>Participated in an online survey</th>
<th>Called or emailed City Hall</th>
<th>Attended a City of Surrey Open House / Public Information Meeting</th>
<th>Made social media comments/posts</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloverdale</td>
<td>40%</td>
<td>81%</td>
<td>20%</td>
<td>28%</td>
<td>3%</td>
</tr>
<tr>
<td>Fleetwood</td>
<td>40%</td>
<td>31%</td>
<td>22%</td>
<td>36%</td>
<td>4%</td>
</tr>
<tr>
<td>Guildford</td>
<td>40%</td>
<td>31%</td>
<td>32%</td>
<td>22%</td>
<td>12%</td>
</tr>
<tr>
<td>Newton</td>
<td>40%</td>
<td>39%</td>
<td>24%</td>
<td>21%</td>
<td>3%</td>
</tr>
<tr>
<td>South Surrey</td>
<td>40%</td>
<td>90%</td>
<td>24%</td>
<td>21%</td>
<td>3%</td>
</tr>
<tr>
<td>Whalley</td>
<td>40%</td>
<td>42%</td>
<td>24%</td>
<td>21%</td>
<td>3%</td>
</tr>
<tr>
<td>Overall</td>
<td>40%</td>
<td>42%</td>
<td>24%</td>
<td>21%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Q: Have you ever provided your input or feedback to the City of Surrey on any matter related to your community? Check all that apply.
Total participants: 1640/1367 (excludes: I am unsure which Community I live in and those records where Community is blank).
Other includes: Attend Council Meeting; Used the City app; Contacted elected official / staff; Served on a committee; Signed a petition; Protested/advocated
Q: Have you ever provided your input or feedback to the City of Surrey on any matter related to your community? Check all that apply.

Total participants: 1640/1375 (excludes those records where Age is blank).

- Under 40 years
  - Participated in an online survey: 78%
  - Called or emailed City Hall: 27%
  - Attended a City of Surrey Open House / Public Information Meeting: 32%
  - Made social media comments/posts: 26%
  - Other: 0%

- 40-59 years
  - Participated in an online survey: 82%
  - Called or emailed City Hall: 28%
  - Attended a City of Surrey Open House / Public Information Meeting: 24%
  - Made social media comments/posts: 25%
  - Other: 0%

- Over 60 years
  - Participated in an online survey: 85%
  - Called or emailed City Hall: 48%
  - Attended a City of Surrey Open House / Public Information Meeting: 21%
  - Made social media comments/posts: 19%
  - Other: 0%

- Overall
  - Participated in an online survey: 80%
  - Called or emailed City Hall: 42%
  - Attended a City of Surrey Open House / Public Information Meeting: 32%
  - Made social media comments/posts: 23%
  - Other: 0%
Quality of Experience: Open Houses / Public Information Meetings by Community

Q: What was your impression of your experience with the City of Surrey?
Total participants: 499/440 (excludes: I am unsure which Community I live in and those records where Community is blank).
Q: What was your impression of your experience with the City of Surrey?
Total participants: 360/325 (excludes: I am unsure which Community I live in and those records where Community is blank).
Q: What was your impression of your experience with the City of Surrey?
Total participants: 167/153 (excludes: I am unsure which Community I live in and those records where Community is blank).
Q: What was your impression of your experience with the City of Surrey?

Total participants: 330/292 (excludes: I am unsure which Community I live in and those records where Community is blank).
Q: What was your impression of your experience with the City of Surrey?
Total participants: 647/588 (excludes: I am unsure which Community I live in and those records where Community is blank).
Q: What was your impression of your experience with the City of Surrey?  
Total participants: 1267/1138 (excludes: I am unsure which Community I live in and those records where Community is blank).

**Reasons for Exceeded expectations include (in order of frequency):**
- Clear / easy to use
- Felt heard
- Generally positive comment

<table>
<thead>
<tr>
<th>Community</th>
<th>Exceeded</th>
<th>Met</th>
<th>Fell short</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloverdale</td>
<td>8%</td>
<td>73%</td>
<td>19%</td>
<td>73%</td>
</tr>
<tr>
<td>Fleetwood</td>
<td>5%</td>
<td>85%</td>
<td>9%</td>
<td>85%</td>
</tr>
<tr>
<td>Guildford</td>
<td>11%</td>
<td>77%</td>
<td>12%</td>
<td>77%</td>
</tr>
<tr>
<td>Newton</td>
<td>4%</td>
<td>85%</td>
<td>11%</td>
<td>85%</td>
</tr>
<tr>
<td>South Surrey</td>
<td>8%</td>
<td>81%</td>
<td>11%</td>
<td>81%</td>
</tr>
<tr>
<td>Whalley</td>
<td>5%</td>
<td>80%</td>
<td>15%</td>
<td>80%</td>
</tr>
<tr>
<td>Overall</td>
<td>6%</td>
<td>81%</td>
<td>12%</td>
<td>81%</td>
</tr>
</tbody>
</table>
Q: What was your impression of your experience with the City of Surrey?
Total participants: 499/440 (excludes those records where Age is blank).
Quality of Experience: Pop-up Event by Age Group

Q: What was your impression of your experience with the City of Surrey?
Total participants: 360/330 (excludes those records where Age is blank).

- **Exceeded your expectations**
  - Under 40 years: 11%
  - 40-59 years: 15%
  - Over 60 years: 9%
  - Overall: 11%

- **Met your expectations**
  - Under 40 years: 73%
  - 40-59 years: 72%
  - Over 60 years: 70%
  - Overall: 72%

- **Fell short of your expectations**
  - Under 40 years: 16%
  - 40-59 years: 13%
  - Over 60 years: 21%
  - Overall: 17%
Quality of Experience: Workshop (hands-on group work with a facilitator) by Age Group

Q: What was your impression of your experience with the City of Surrey?
Total participants: 167/153 (excludes those records where Age is blank).
Quality of Experience: Social media comments/posts by Age Group

Q: What was your impression of your experience with the City of Surrey?
Total participants: 330/299 (excludes those records where Age is blank).
Quality of Experience: Called or emailed City Hall by Age Group

Q: What was your impression of your experience with the City of Surrey?
Total participants: 647/585 (excludes those records where Age is blank).
Quality of Experience: Online survey by Age Group

Q: What was your impression of your experience with the City of Surrey?
Total participants: 1267/1142 (excludes those records where Age is blank).
Reasons for not Providing Input or Feedback to the City among Participants by Community

Q: What has stopped you from providing your input or feedback to the City on matters related to your community? Select all that apply.

Total participants: 1423/1194 (excludes: I am unsure which Community I live in and those records where Community is blank).

Base: Those who indicated that they have provided input or feedback to the City in the past.
Reasons for not Providing Input or Feedback to the City among Participants by Age Group

<table>
<thead>
<tr>
<th>Reason</th>
<th>Under 40 years</th>
<th>40-59 years</th>
<th>Over 60 years</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t feel my input gets heard</td>
<td>39%</td>
<td>35%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Too busy</td>
<td>22%</td>
<td>16%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Not feel welcome / included</td>
<td>15%</td>
<td>20%</td>
<td>32%</td>
<td>35%</td>
</tr>
<tr>
<td>Not interested in the topic</td>
<td>13%</td>
<td>9%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t feel welcome / included</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Wasn’t aware of opportunities until it was too late</td>
<td>16%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Location of events not convenient</td>
<td>8%</td>
<td>9%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Event format</td>
<td>3%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Timing of events not convenient</td>
<td>3%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Not interested in the topic</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Language barriers</td>
<td>10%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>I have no interest in providing any or additional feedback</td>
<td>16%</td>
<td>25%</td>
<td>21%</td>
<td>34%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Q:** What has stopped you from providing your input or feedback to the City on matters related to your community? Select all that apply.
**Total participants:** 1423/1200 (excludes those records where Age is blank). Base: Those who indicated that they **have provided** input or feedback to the City in the past.
Top things the City could do to make engagement better or easier

- More online engagement
- More communication / advertising
- Listening / making people feel heard
- Taking action as a result of input / feedback
- Improved transparency and accountability
- Better locations and hours for events (weekends / after workday)

Q: What one thing could we do to make engaging with the City easier or better for you?
Total participants: 1423
Reasons for not Providing Input or Feedback to the City among Non-Participants

Q: What has stopped you from providing your input or feedback to the City on matters related to your community? Select all that apply.

Total participants: 103. Base: Those who indicated that they have not provided input or feedback to the City in the past.

- Wasn’t aware of opportunities until it was too late (45%)
- Don’t feel my input gets heard (29%)
- Too busy (20%)
- Timing of events not convenient (11%)
- Location of events not convenient (10%)
- Don’t feel welcome / included (8%)
- Not interested in the topic (7%)
- Language barriers (3%)
- Event format (0%)
- Other (11%)
- I have no interest in providing any or additional feedback (4%)

Other includes (in order):
- Nothing
- Inaccessible
- Perception that decision already made
- Don’t feel informed enough to participate