

# Economic Development Strategy Survey

## What We Heard

### Project Purpose

Coquitlam is working to build a high quality of life for current and future generations supported by a strong local economy and local jobs. The City is developing a five-year Economic Development Strategy (EDS) that will serve as a unifying and guiding vision, and spur a clear action plan to support a sustainable economy and the ongoing establishment of a complete community.

### Community Engagement

Through spring and summer 2022, the City gathered input from across the community through meetings and workshops with advisory groups, interviews with key businesses and community members, as well as youth, in addition to a public survey. This input helped to develop the strategic vision as well as values, themes, goals and strategies for local economic development.

This infographic is a summary of the online community survey administered from May 2 to June 15, 2022. The survey responses represent a convenience sample (not statistically valid) with survey feedback classified based on self-identified categories.

All the community engagement feedback will be analyzed comprehensively as part of the overall engagement process, and considered in context with quantitative analysis, technical work, other City plans and policies, economic development best practices other factors as we develop the final EDS.

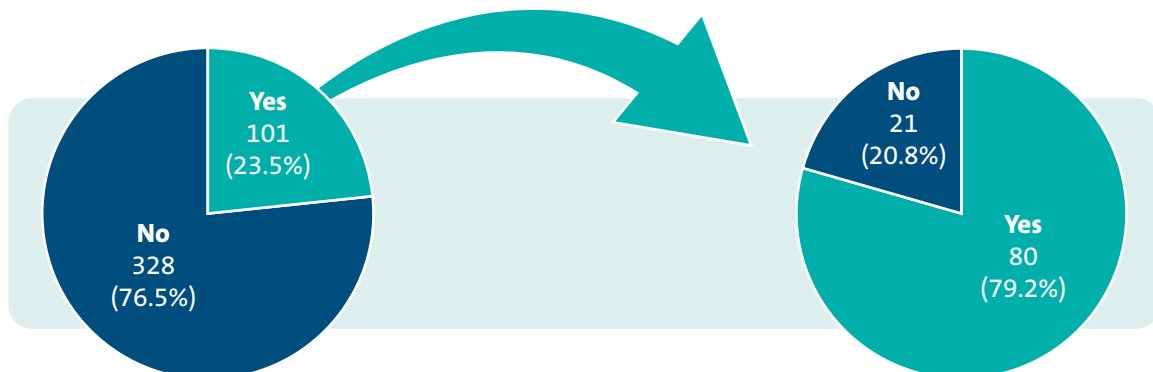
**Community Survey:** 429 total responses



#### Who did we hear from?

Nearly one quarter of respondents identified as business owners.

*Do you own a business?*



Nearly 80% of those businesses are located in Coquitlam.

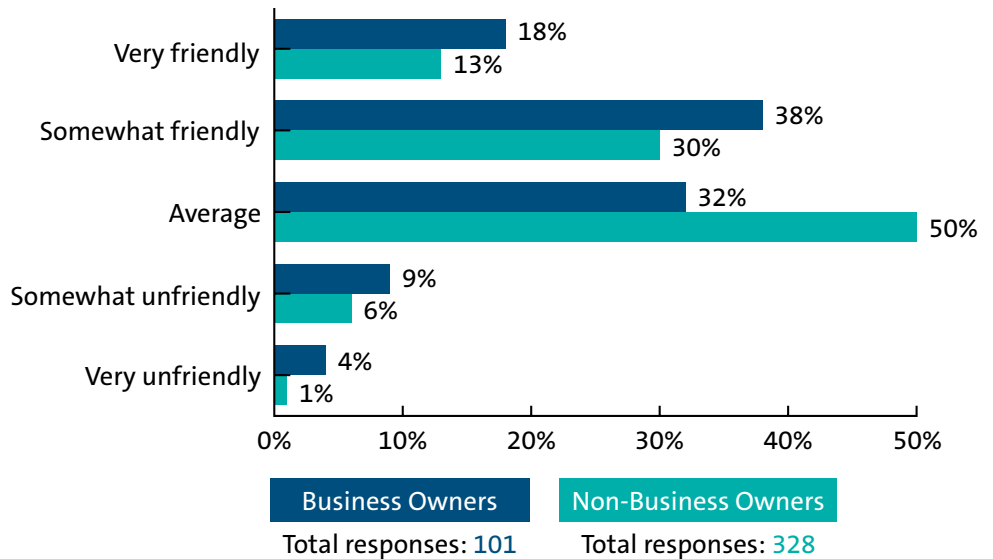
*Is your business located or have locations in Coquitlam.*



## What did survey respondents tell us?

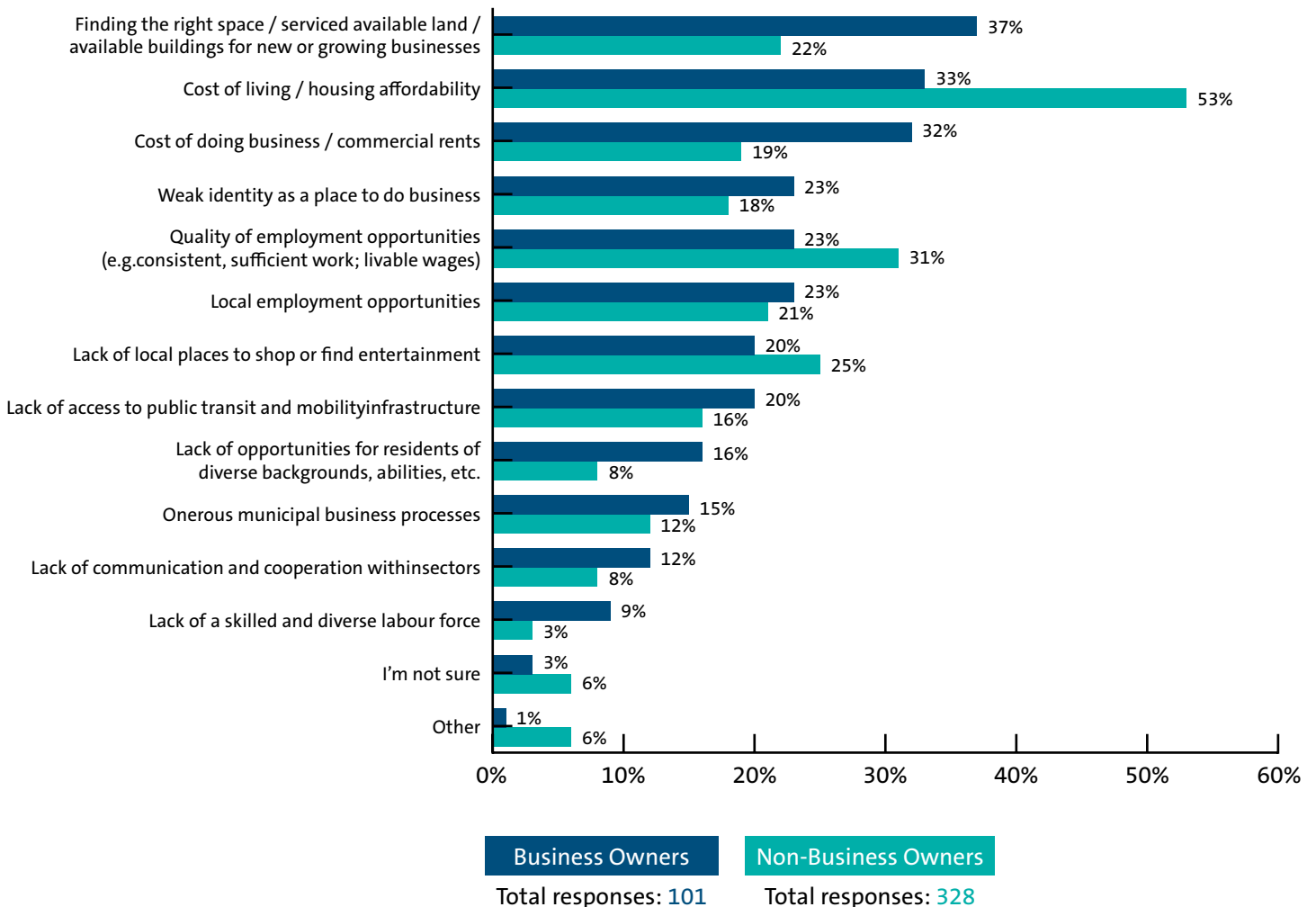
Generally speaking, respondents who identified as business owners found Coquitlam to be more business-friendly than people who said they were not business owners.

### How business friendly is Coquitlam compared to other municipalities in the region?



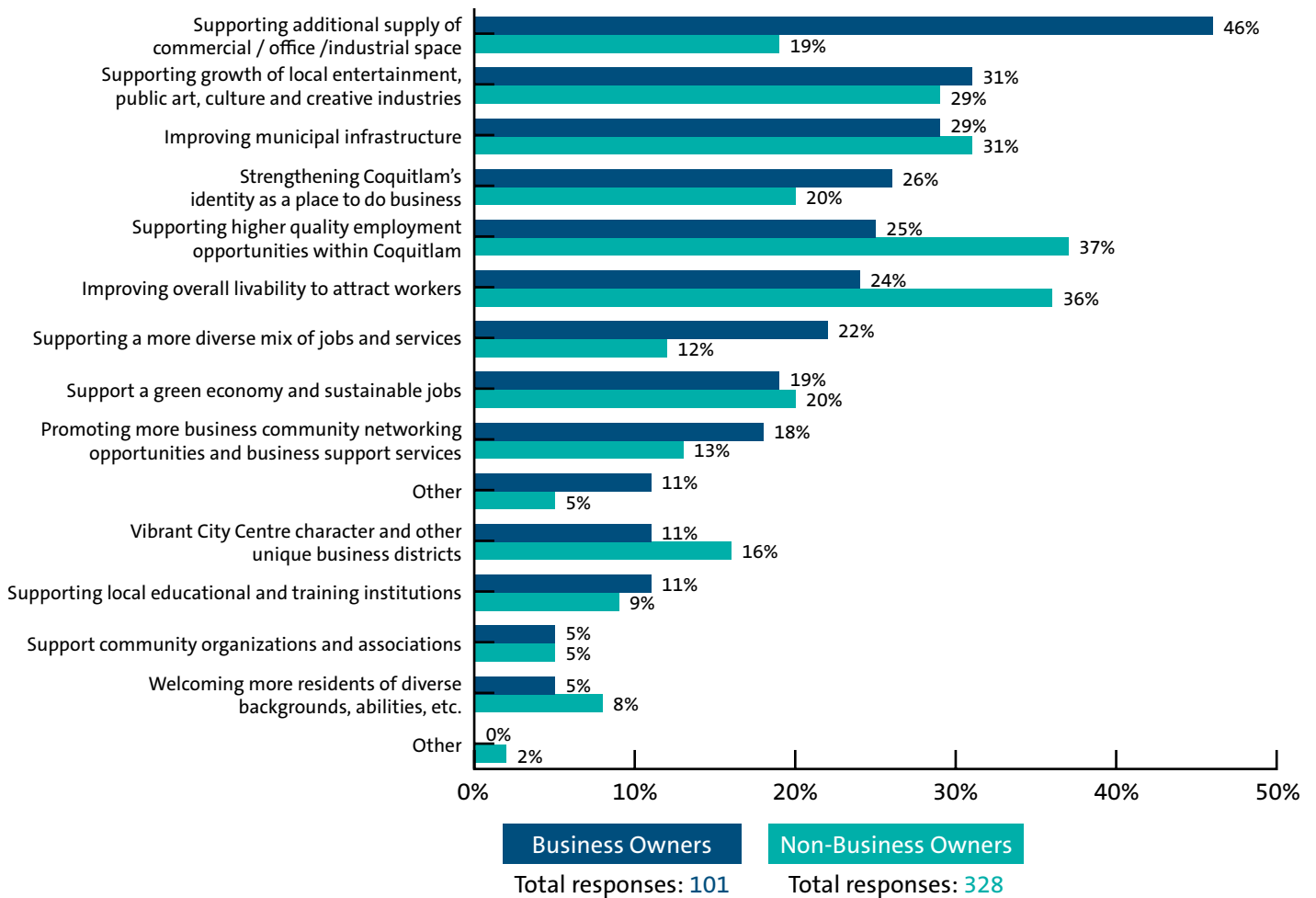
Business owners felt there were different challenges facing Coquitlam's local economy compared to non-business owners, but both groups agreed cost of living / housing affordability was in the top three.

### In your opinion, what are the biggest challenges facing Coquitlam's local economy compared to other municipalities? (select up to 3)



And while business owners also had different ideas about ways the City could support the local economy, both groups felt improving municipal infrastructure was important.

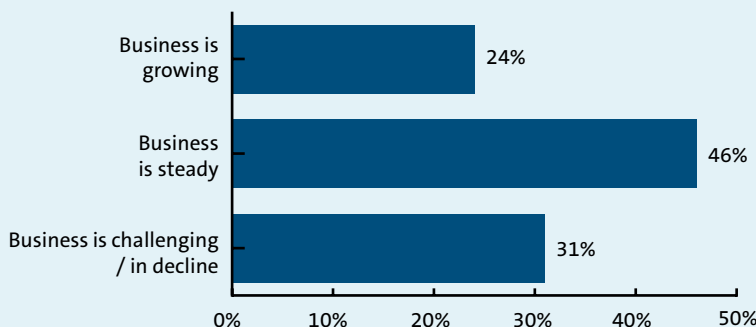
**What areas should Coquitlam focus on to support our local economy? (select up to 3)**



**Businesses told us**

Most businesses (70%) said business is steady or growing.

**What best describes your recent / current business situation?**

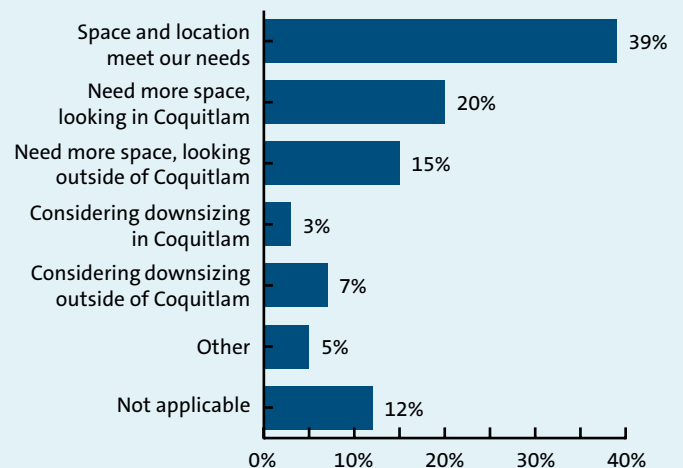


**Business Owners**

Total responses: 101

An almost equal amount of businesses said their space and location met their needs (39%) as those who said they were looking for more space either in Coquitlam or elsewhere (35%).

**How would you describe your current space needs?**





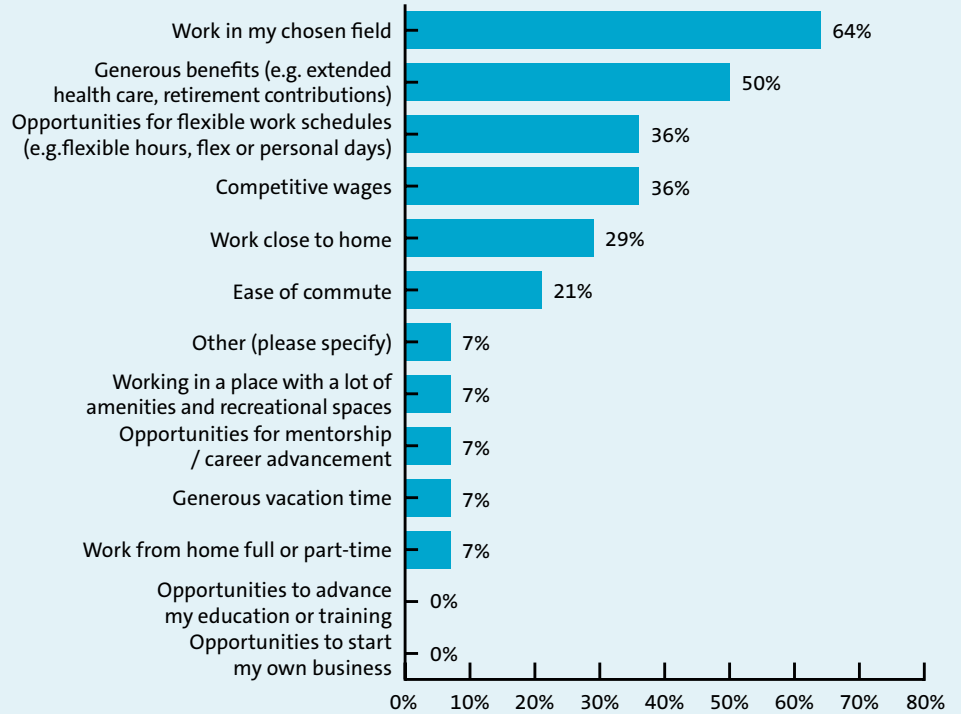
## Youth told us

We also heard from some youth and students who shared insight about what is most important to them when looking for a job.

*When looking for a job, what are the most important things you are looking for? (select up to 3)*

Youth

Total responses: 14



## Other Ways to Support Local Economic Prosperity

We asked respondents if they had any other ideas for ways to support local economic prosperity. More than 200 gave a response. Some of the key themes included:

### From Business Owners



**Support for Business** (21 comments) – loans, hiring grants, support for new technologies and tech clusters, tax breaks, networking, attract workers, encourage shop local



**Planning, Zoning and Development** (17 comments) – more commercial properties, better traffic and parking management, focus on town centre and commercial pockets or business areas, update infrastructure, more diverse building and business types, flexible zoning



**Government Processes** (10 comments) – less red tape, community consultation, lower taxes, simplified approvals



**Green Spaces and Environment** (7 comments) – protect the environment and green spaces, prioritize climate change



**Community** (6 comments) – walkability, community events, recreation amenities

### From Non-Business Owners



**Planning, Zoning and Development** (54 comments) – better transportation systems, traffic and parking, upgrade infrastructure, focus on City Centre, zoning, more building and density types, diverse shops and services, transit-oriented development



**Support for Businesses** (39 comments) – incentives, funding, accelerators, encourage shop local, tax breaks, protect industrial lands, networking, lower rent, business-friendly branding



**Community** (29 comments) – walkability, community spaces, public realm, beautification, culture, community events, livability, family and child care



**Green Spaces and Environment** (15 comments) – protect and create green spaces, protect trees and the environment



**Government Processes** (12 comments) – less red tape, low taxes, community consultation



**Housing** (11 comments) – affordability, rental subsidies