



Deep Roots
Greater Heights

District of Maple Ridge

TO: His Worship Mayor Ernie Daykin and Members of Council
FROM: Chief Administrative Officer
SUBJECT: 2012 Citizen Surveys

MEETING DATE: April 16, 2012
MEETING: Committee of the Whole

EXECUTIVE SUMMARY:

The District surveys citizens every three years to obtain their views on strategic direction, and on their satisfaction with municipal services. The surveys provide valuable citizen input in a random-sample, statistically valid form, enhancing the many other forms of input and information Council receives. The results allow the District to assess service delivery, and may assist in establishing strategic priorities. The results offer no surprises and the District is performing well, and at the same time we are always looking for areas for further improvement.

At a high level, the majority of citizens (80%) are satisfied with the quality of life in Maple Ridge, citing parks, access to the outdoors, small community feel, people, scenery and access to recreation activities and facilities.

A strong citizen emphasis for the future is placed on economic issues such as attracting commercial development and local jobs and expanding shopping opportunities. Secondary emphasis was placed on transit to other communities, and crime/affordable housing/homelessness.

Quoting from the survey report (attached) by Ipsos Reid:

"When planning for the future, the issues that are accorded the highest priority by residents, are:

- Attracting high value jobs (74% give this a high priority)*
- Pursuing public transit improvements between Maple Ridge and other areas (67%)*
- Promoting the development of the downtown core into a vibrant social, recreational and commercial area (66%)*
- Encouraging commercial development (65%)*
- Identifying and protecting environmental features and areas that require special recognition and management (61%)"*

Council's Corporate Strategic Plan has nine focus areas, and while emphasis may shift from time to time to specific areas, we must ensure we don't lose ground in the others. The survey results suggest to staff that specific attention is required within the Economic Development, Transportation, and Safe and Livable Community strategic focus areas.

The attached report from Ipsos Reid provides detailed findings. A summary slide presentation will be delivered at the Committee of the Whole meeting on Monday, April 16, 2012, and will frame the results within the context of the District's business planning process.

RECOMMENDATION(S):

Receive for information.

DISCUSSION:

a) Background Context:

The District has a rigorous business planning process that guides the delivery of public services through a framework that ensures alignment with the strategic direction of Council. The foundation of this framework (see Attachment A) is performance measurement in the form of citizen surveys, which are undertaken every three years, and provide Council with a gauge of public opinion. The surveys provide valuable citizen input in a random-sample, statistically valid form, enhancing the many other forms of input and information Council receives. The results allow the District to assess service delivery, and may assist in establishing strategic priorities.

In November 2011, Synovate Ltd., a full service research agency, was engaged to complete two statistically valid random-sample surveys and report on their findings. Ipsos Reid subsequently acquired Synovate and completed the project. Their report is attached.

This round of surveys is consistent with prior rounds, undertaken in 2008, 2006 and 2003, where two separate surveys were performed on separate groups of citizens, obtaining their views on: (1) strategic planning for the future of the community, and (2) satisfaction with municipal services. Where this round departs from prior rounds is in the delivery method, where a choice of mail-in and online survey responses were offered, rather than the former land-line telephone surveys. The attached report speaks to the impact of this change. In comparing 2012 with prior years, overall trends and relative positioning should be considered, rather than direct percentage-point differences.

In interpreting results throughout the surveys, readers should ensure they take the time to understand each question that was asked of citizens. For example, some questions allowed for citizens to simply state their responses, sometimes referred to as “top-of-mind” responses. For others, citizens were read a list of specific issues or services and asked to provide comment. In 2008 several additional questions were added, to address emerging issues not contemplated on prior surveys. These are considerations in reviewing the results.

Another matter to consider in interpreting the results is where there is a large percentage of citizens who responded with “don’t know” or “unaware.” If a question asks for a Yes, No, or Don’t Know, with 45% saying Yes, 25% saying No and 30% saying Don’t Know, the Yes responses don’t look like a significant majority. But if you remove the responses without an opinion, the Yes responses are double the No responses, equivalent to a 64% Yes result. In some results, the Don’t Knows are significant.

As you read through the survey, resist the temptation to jump to hard conclusions from a single question. Rather than drawing conclusions from specific questions, try to pull the information up to a higher level and distill it into themes and trends. The purpose for this information is to enhance Council’s breadth of public opinion in a statistically valid manner, as a foundation for strategic planning.

b) Desired Outcome:

The survey results are intended to be used by Council for strategic planning purposes, and by staff in making operating and service delivery decisions.

c) Strategic Alignment:

Obtaining citizens' views on the community and their satisfaction with District services is a key strategy under the Community Relations focus area within Council's Corporate Strategic Plan.

d) Citizen/Customer Implications:

The citizens are the District's largest customer base, their property taxes form the District's largest single revenue stream, and their opinions play a significant role in District business. Citizen input is received through a variety of means, such as direct contact with individual Council members or in-person participation at Council meetings. It can be difficult to discern minority interests from the broader public opinion. The surveys are a critical tool in the overall business planning process, in that they provide valuable citizen input into both strategic planning and service delivery in a manner that captures broad opinion with minimal bias.

e) Business Plan/Financial Implications:

The timing of the survey results are intentional. Council will be requested to endorse budget guidelines in the near future for the 2013-2017 business and financial planning period which will provide guidance to staff in the preparation of work plans and budgets. Council direction is informed by input from a variety of sources; the survey results are meant to further enhance Council's toolkit of information in their development of this guidance to staff.

CONCLUSIONS:

There were no surprises in the survey results and the District is performing well, and at the same time we are always looking for areas for further improvement. The survey results suggest there are themes and trends within the focus areas of Economic Development, Transportation, and Safe and Livable Community where specific attention is required. Council's current work plan addresses most of these issues. We trust the information is useful to Council in upcoming strategic planning work, and it fulfills a fundamental element of our business planning process.

Attachments:

Schedule A – Business Planning Framework

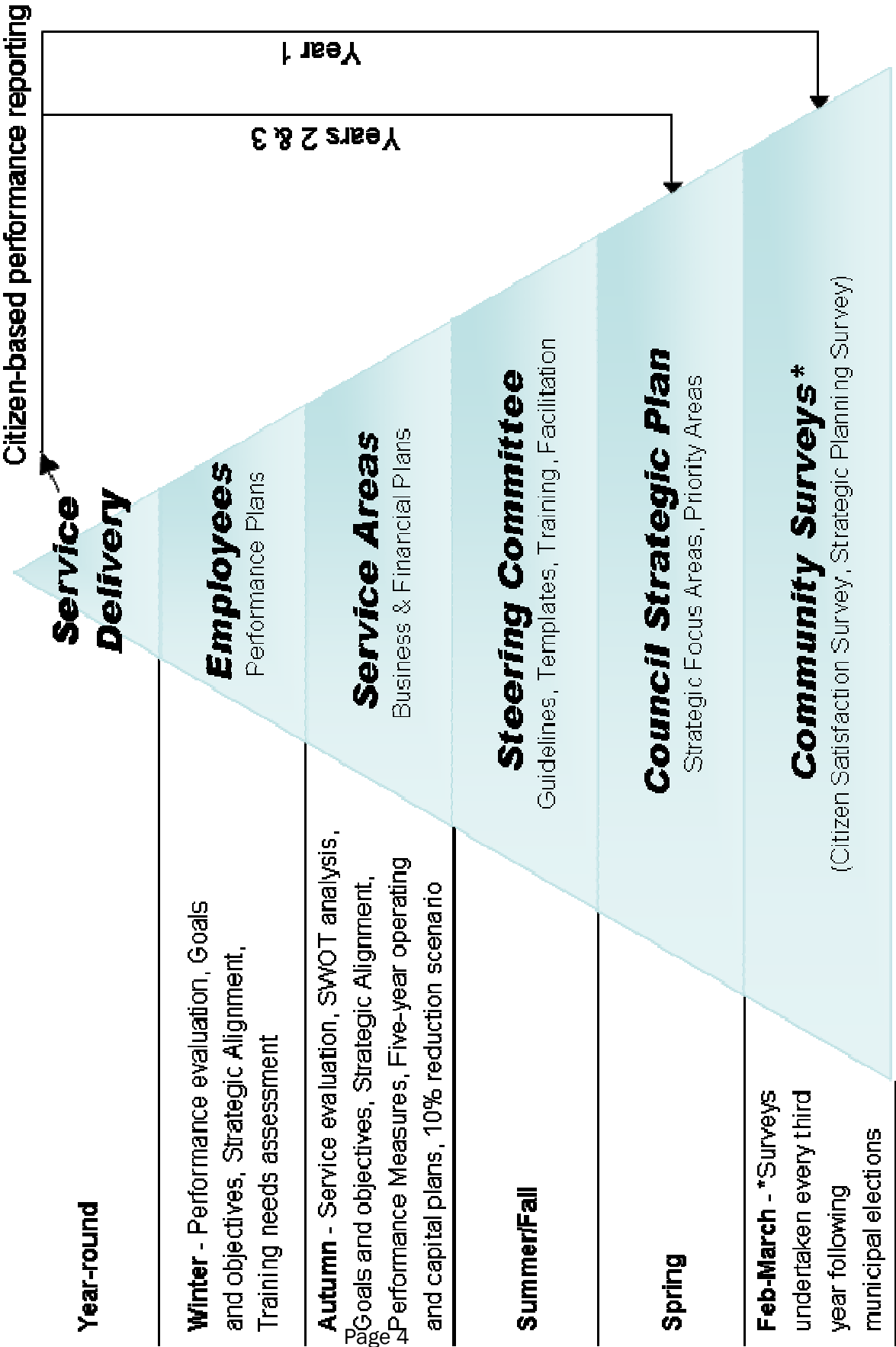
Schedule B – Report: District of Maple Ridge 2012 Citizen Surveys, Ipsos Reid

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Executive Director to the CAO

Concurrence: J.L. (Jim) Rule
Chief Administrative Officer

Business Planning Cycle



Attachment B

Report from Ipsos Reid entitled:
District of Maple Ridge 2012 Citizen Surveys



District of Maple Ridge 2012 Citizen Surveys

- Job #: 11-068026-01
- Presented on: March 27, 2012



Nobody's Unpredictable



Contents

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- Executive Summary
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 - Overall Perceptual Map Analysis

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Background, Objectives & Methodology



Background & Objectives

- To assist in its strategic planning, the District of Maple Ridge has been conducting citizen surveys since 2003. The breadth of topics and information that is covered/collected in its research has traditionally required that the District administer two concurrent surveys:
 - a **Strategic Plan Survey** that covers residents' perceptions of their municipal government, priorities for future planning and perceptions and feelings about living in Maple Ridge; and,
 - a **Citizen Satisfaction Survey** that covers the perceived importance and satisfaction residents have with municipal services, as well as what other services residents would like the District to offer more/less of or start/stop offering.
- Previous citizen surveys were conducted in 2003, 2006 and 2008. For the 2012 citizen surveys, the District of Maple Ridge decided to pursue a new methodology and commissioned Synovate to design and conduct the research. (In late 2011, Synovate was purchased by Ipsos and the two firms merged. Hence the firms now operate as one, under the name Ipsos Reid).
- Prior research was conducted via telephone, while the 2012 research consisted of mailing pre-notification letters to random samples of Maple Ridge residents and inviting them to participate in an online survey (with provisions made for paper surveys for those without internet access or preferring a hard copy).
- The benefits of the new methodology are:
 - Residents without listed landlines can be included
 - The online (or paper format) is more suited for the length of the surveys (approximately 20 minutes each).
- This report contains the detailed findings from both the Strategic Plan and Citizen Satisfaction Surveys.

Methodology

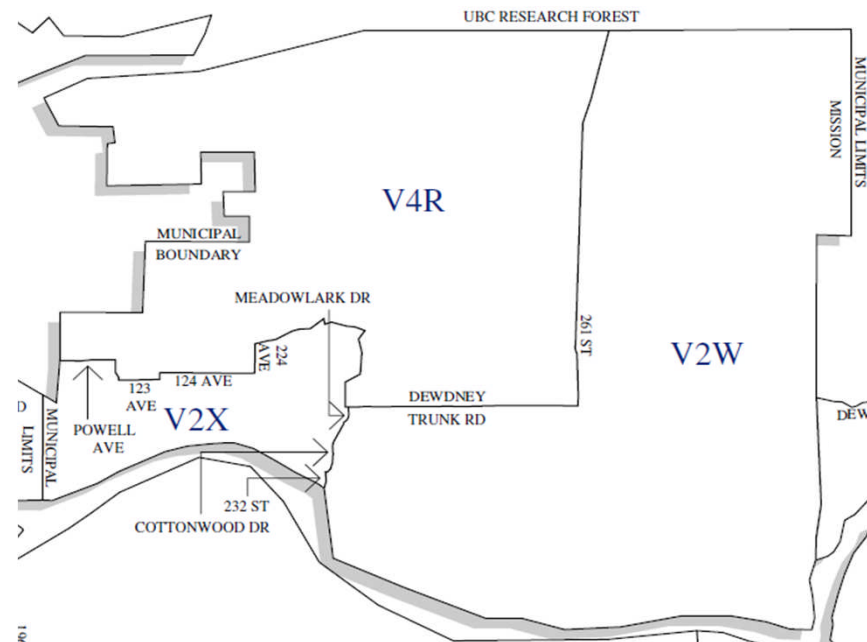
- Pre-notification letters were sent to a random sample of 6,199 Maple Ridge households, asking for their participation in one of the online surveys. The sample of households included those with listed *and* unlisted landlines (including homes relying solely on cell phones).
- The letter included a brief description of the study, stressed the importance of their participation, provided a link to one of the online surveys and a unique password and offered a \$10 coffee card for those who participated. The letter also provided the option for residents to call into Ipsos' 1-800 line to request a paper version of the survey, if desired. (Residents requesting a paper survey were also sent a postage-paid reply envelope.) Reminder calls, as necessary, were made to residents encouraging participation.
- A total of 1,435 surveys were received (resulting in a response rate of 23%), with more surveys being completed online (1,270) than on paper (165), between January 16th and February 6th, 2012. The division of completed surveys between the Strategic Plan and the Citizen Satisfaction surveys is as follows:

	Total	Strategic Plan Survey	Citizen Satisfaction Survey
Completed surveys	1,435	699	736
Response rate	23%	23%	24%
Online vs. paper	1,270/165	618/81	652/84

- To be eligible for the surveys, residents had to be 18 years of age or older, reside within the boundaries of the municipality and neither themselves or a household member could be an elected official of the District of Maple Ridge or be an employee of the District.

Methodology (cont'd)

- To ensure the final samples for both surveys were reflective of the District's population, mathematical weighting was applied based on 2011 population estimates for home ownership, age and gender.
- The margins of error at the 95% level of confidence for the two survey samples of 699 and 736 are +/-3.7 and +/-3.6%, respectively.
- **Note 1:** Unless otherwise specified, results have been percentaged among those respondents giving a valid response to the question (i.e. they did not leave the question unanswered).
- **Note 2:** Where relevant, results from past District of Maple Ridge Community Surveys are shown for reference purposes. The methodologies of these past studies differ from the current 2012 study. Hence, direct percentage-to-percentage comparisons between 2012 results and earlier cannot be made.
- Below is a map of the three FSAs in Maple Ridge



Executive Summary

Executive Summary

Strategic Plan Survey

- ***Satisfaction with the quality of life in Maple Ridge continues to be high*** – 80% of residents are satisfied, primarily attributing their satisfaction to the parks, access to the outdoors, small community feel, people, scenery and access to recreation activities/facilities. The main issue that residents raised about the community is the lack of shopping opportunities – 51% of residents mention this on an unaided basis. Secondary concerns, mentioned by 13% to 18% of residents, include traffic congestion, growing crime, lack of public transport, homelessness, high taxes and the state of the downtown core.
- The positive aspects of living in Maple Ridge mirror the vision that residents have for an ideal community. **They envision a self-sufficient community that can support the local population with jobs and shopping.** For the future, residents prioritize shopping, upgrading the downtown core and increased employment, while maintaining a community with a small town feeling (which includes less crime).
- Given the priority residents place on the themes of economic development, having a safe and livable community and smart managed growth, it follows that these same themes continue to emerge as the most pressing issues facing the community. **As a singular pressing concern, lack of shopping/business development is the top most pressing issue, mentioned by 36%.**
- **Currently, residents are just as likely to be satisfied as they are dissatisfied with the way it is addressing issues in Maple Ridge (35% satisfied versus 34% dissatisfied).** The remaining 30% are mainly neutral – being neither satisfied nor dissatisfied.
- When planning for the future, the issues that are accorded the highest priority by residents, are:
 - Attracting high value jobs (74% give this a high priority)
 - Pursuing public transit improvements between Maple Ridge and other areas (67%)
 - Promoting the development of the downtown core into a vibrant social, recreational and commercial area (66%)
 - Encouraging commercial development (65%)
 - Identifying and protecting environmental features and areas that require special recognition and management (61%)



Executive Summary

Strategic Plan Survey (continued)

- **The current direction the District is taking on the previous five actions plus 12 other areas is generally considered to be the correct one or, in many instances, simply unknown by residents.** One-half of all residents think the District is moving in the right direction when it comes to promoting the development of the downtown core (one of the top priority issues). For the remaining three high priority areas, anywhere from 44% to 59% simply are unaware of the direction the District is taking.
- **When it comes to running an open government and providing opportunities for residents to be heard and involved, Maple Ridge residents tend to either express positive perceptions or uncertainty.** This conclusion is born out of the following findings:
 - 49% agree that the District runs an open government while 33% neither agree nor disagree
 - 40% feel they have sufficient opportunity to voice opinions on local/municipal issues while 33% are not sure
 - 24% feel they have sufficient opportunity to be involved in the business of local government while 46% are unsure
- While residents report that they are interested in local government (44% want the opportunity to be heard and provided with information, 30% just want information and 15% want to be involved in actually making recommendations) and 60% report voting in the last municipal election, the reality is only 25% actually voted.
- **Unchanged from four years ago, what residents want most in terms of regular information from the District is to have a review of what the District said it was going to do and what it has actually done.** Residents also want information about changes to municipal taxes and vision and strategic plans. In terms of the best channels to deliver this information, newsletters sent by email or mailed to their home or newspaper announcements are most preferred.
- Web-based alternatives tend to be the means by which residents want to participate in the District's future – web-based/mail-in surveys, offering comments on a website and emailing the District directly are the top preferences.

Executive Summary

Citizen Satisfaction Survey

- **Maple Ridge residents are generally satisfied with the District's performance in terms of providing the various services to the community.** Residents accord a high level of importance to most services and put particular emphasis on services that fall into: Streets and Utilities (safe drinking water, smooth traffic flow, effective snow and ice removal, reliable drainage and safe and reliable sewage collection), Protective Services (guaranteed level of fire response, targeting property crime offences and zero tolerance to impaired driving) and Environmental Services (protecting streams, rivers, other environmentally sensitive areas, having a recycling depot and having curb-side recycling).
- **The good news for Maple Ridge is that it tends to be performing moderately well or even above-average on many of the top service priorities.** However, two of the most important service areas, having smooth traffic flow so that it is easy to get around Maple Ridge and targeting property crime offences, earn some of the lowest satisfaction scores.
- In the categories of Protective Services, Economic Development, Services to Neighbours and Neighbourhoods and Budget and Taxes, a considerable number of residents (in some cases more than half) could not offer an opinion on the District's current level of service. **So, in other words, while those who can or choose to offer an opinion on District performance tend to have moderately positive perceptions, there is an opportunity to further increase satisfaction levels by simply letting residents know what the District is doing on particular fronts.**
- Few residents offer suggestions for services that the District should offer more of, less of or should stop altogether. **However, when it comes to adding services that are currently not provided, garbage collection is clearly a priority.** On an unprompted basis, 41% of residents say they would like the District to offer garbage collection. **The challenge facing the District is how to fund this additional service should it decide to offer it.** Residents are equally likely to suggest increased taxes or users fees, with fewer who mention reducing other services, but there is no clear consensus.
- When it comes to offering District services after hours, the current need is in the minority. Only 9% of residents have ever encountered a situation where they needed to access services outside of regular business hours. If the District is to pursue offering services outside regular hours, the internet or telephone are the most preferred channels.

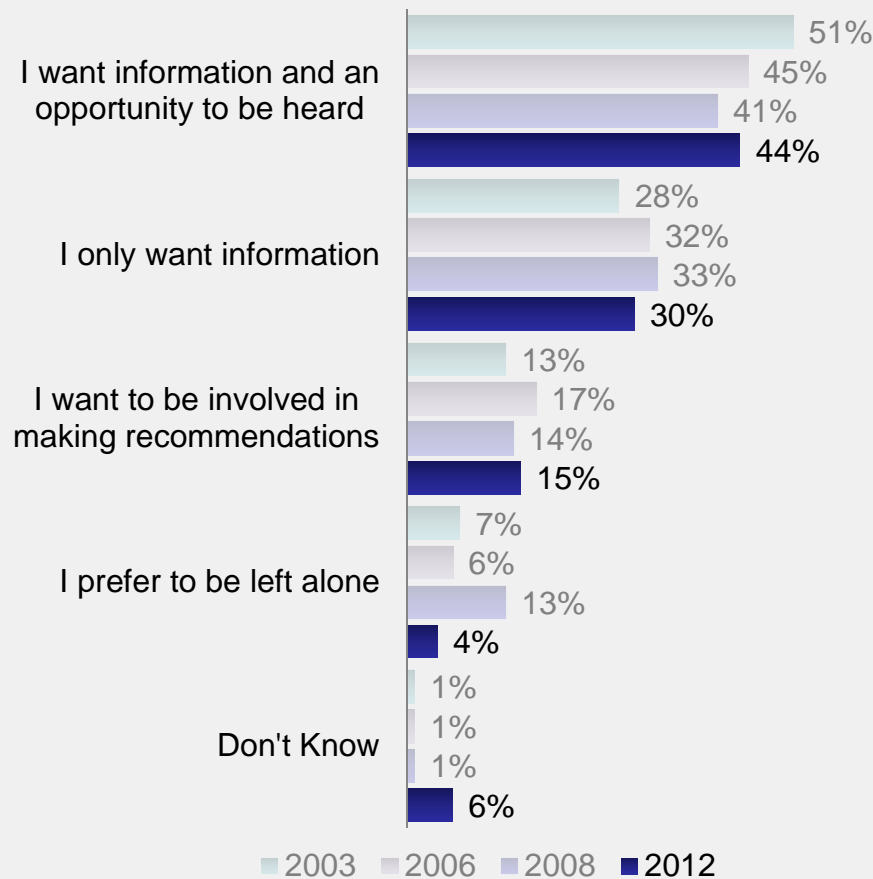


Strategic Plan Survey Detailed Findings



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Level Of Interest In Local Governance

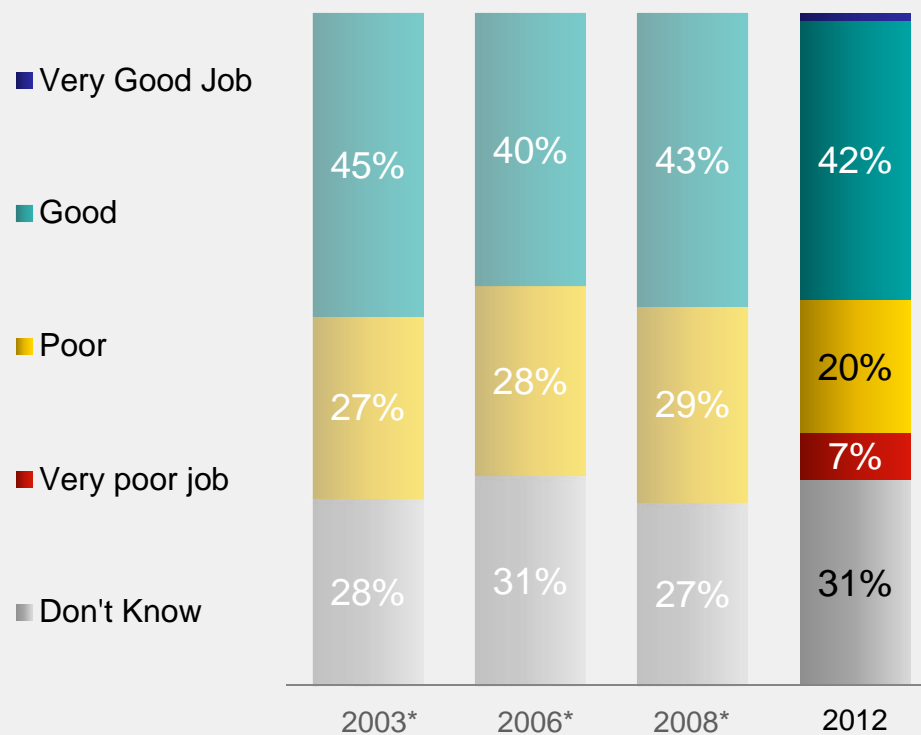


- Generally consistent with past research, Maple Ridge residents tend to want information *and* an opportunity to be heard (44%), rather than just getting information (30%) from their local government.
- Being involved in making recommendations (15%) and especially preferring to be left alone (4%) are less common preferences among residents when it comes to their interest in local government.

Base: Total residents responding 2003 (n=911), 2006 (n=400), 2008 (n=400), 2012 (n=698)

Q1. Which of the following statements best describes your level of interest in how Maple Ridge is governed at the local level?

District Performance: Listening To Residents



- Again, broadly similar with past trends, more residents think Maple Ridge Council is doing a good job rather than a poor job at listening to residents when making decisions. The current good to poor ratio is 43% versus 27%.
- There continues to be a sizeable group of residents (31%) who cannot offer an opinion on how Council is performing. Younger residents are the most apt to not offer an opinion on Council performance.

Base: Total residents responding 2003 (n=911), 2006 (n=400), 2008 (n=400), 2012 (n=697)

Q2. In your opinion, does Maple Ridge Council do a very good, good, poor or very poor job at listening to residents when making decisions?

*Prior to 2012, scale was good or poor only

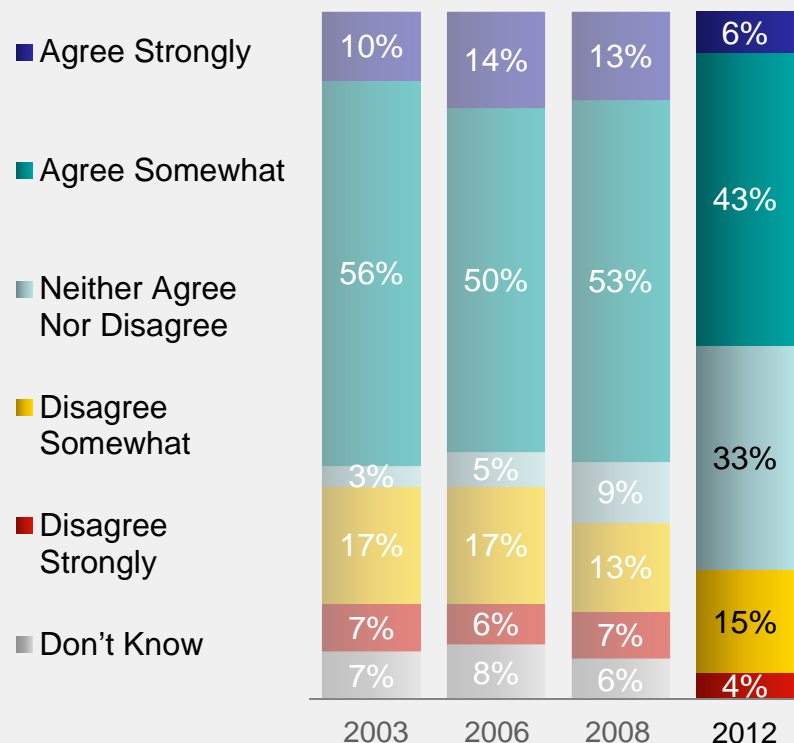
Reasons For Thinking The District Is Doing A Poor Job

	Total 2008	Total 2012
Base: Those giving a very poor or poor rating Major Mentions Only	131 %	199 %
Ignore public/don't care	45	43
Public concerns about shopping malls not addressed	18	24
Taxation and spending	6	19
Not getting things done/progressing too slowly/not keeping up with change	-	16
Not enough business development	10	14
Infrastructure issues (excluding transportations)	10	11
Public concerns about land developments not addressed	12	8
Lack of local jobs/missed opportunities to create jobs	-	8
Poor communication with public/lack of transparency/no chance for public input	-	6
Influenced by developers	-	6
Downtown core mishandled	5	4

- Residents who are not happy with the Council's performance on listening to residents most often explain that they think the public is ignored and that Council does not care (mentioned by 43%). Other reasons for poor ratings include that there are public concerns about shopping malls which are not being addressed, and that there is not enough business development. Things not getting done and taxation and spending worries also top the list of criticisms.

Q3. Why do you say that the District Council is doing a poor or very poor job?

Agree/Disagree The District Is An Open Government

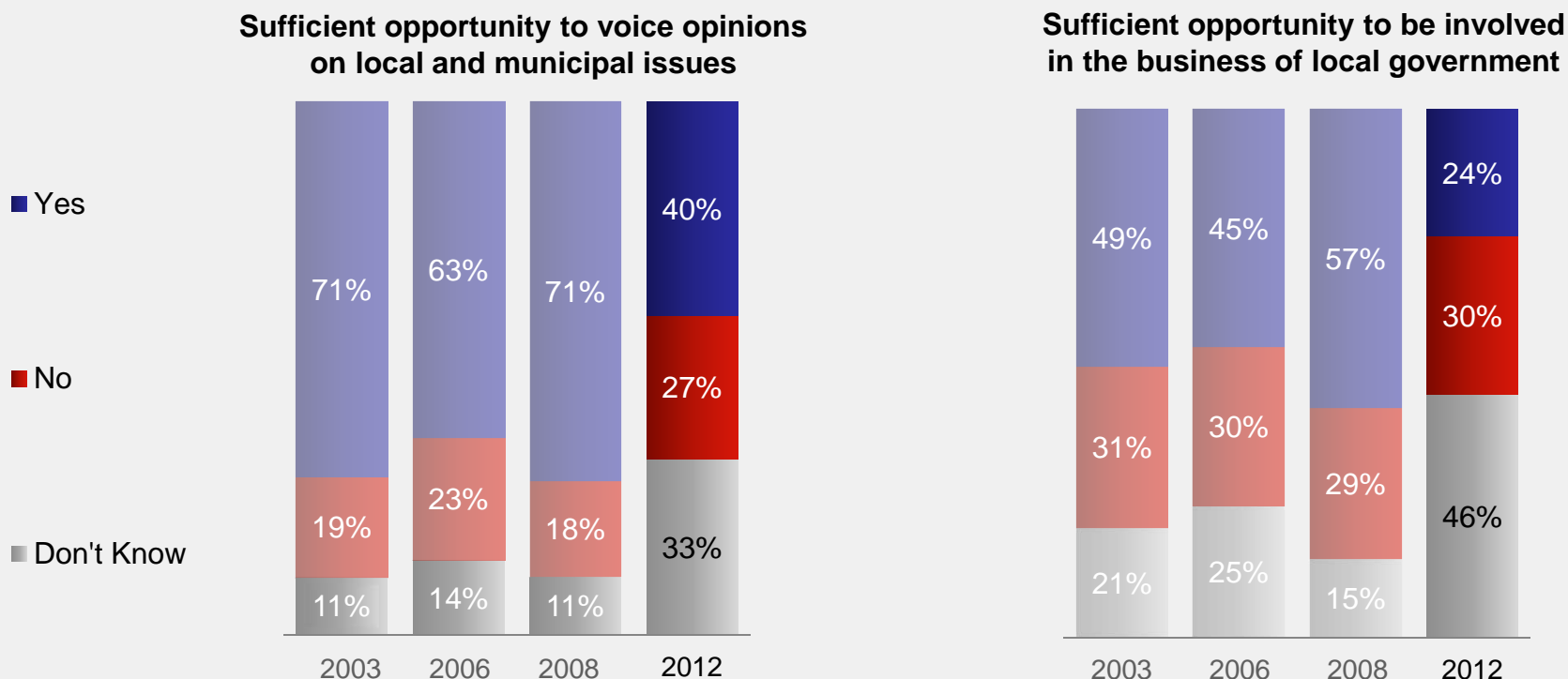


- Maple Ridge residents have somewhat mixed opinions on whether or not the District of Maple Ridge is an open government.
- One-half of residents agree that Maple Ridge is an open government while 19% disagree and 33% neither agree nor disagree.
- Residents 45 years of age and younger are the most likely to be undecided, neither agreeing nor disagreeing.

Base: Total residents responding 2003 (n=911), 2006 (n=400), 2008 (n=400), 2012 (n=697)

Q4. An open municipal government can be described as one in which residents are given ample opportunity to voice their opinions on a wide range of municipal issues and in which substantial effort is made to communicate with residents about the business of government. Given this definition, would you agree or disagree that the District of Maple Ridge is an open government?

Opportunity To Voice Opinions And Be Involved In Local Government



Base: Total residents responding 2003 (n=911), 2006 (n=400), 2008 (n=400), 2012 (n=696-699)

Q5. In your opinion, does the District of Maple Ridge offer residents sufficient opportunity to voice their opinions on local, municipal issues?

Q6. In your opinion, does the District of Maple Ridge offer residents sufficient opportunity to be involved in the business of local government?

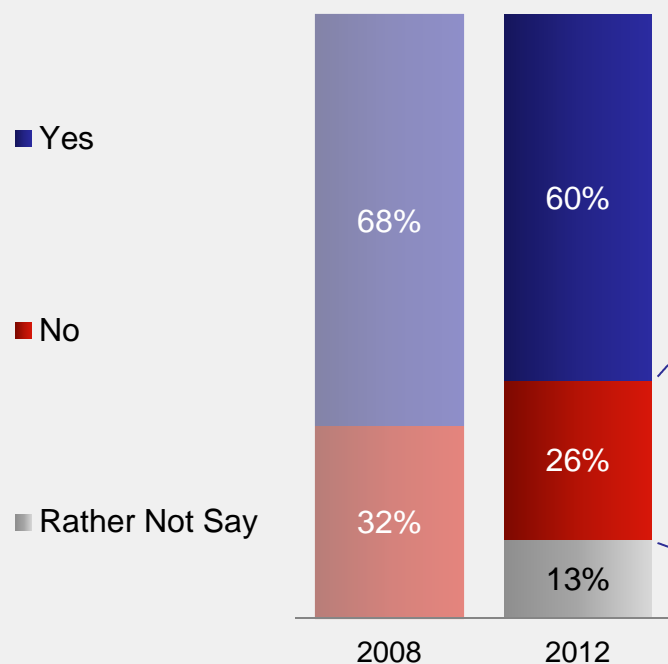


Opportunity To Voice Opinions And Be Involved In Local Government

- When it comes to the District of Maple Ridge offering residents sufficient opportunity to voice opinions and being involved in local government, resident opinions are also mixed.
- Currently, 40% of residents think they have sufficient opportunity to voice their opinions, 27% think they don't and 33% simply don't know. Residents are even less sure they are given sufficient opportunity to be involved in the business of local government, with 46% saying they don't know and 30% saying they are not. Only 24% feel they are given such opportunity.
- *The change in methodology from 2008 and prior is likely contributing to the increase in "don't know" responses and the corresponding decrease in "Yes" responses in 2012. Telephone surveys do not give respondents the option of responding "don't know" unless the respondent offers its without prompting, while on a self administered surveys (online and paper, as used in 2012) the "don't know" response option is shown on screen/on paper. Hence, the number choosing the "don't know" response option is often higher.*

2011 Municipal Election Voting

Voted in the 2008/2011 municipal election



Reasons for not voting

	Total 2008	Total 2012
Base: Those residents who did not vote in the 2011 municipal election	111 %	145 %
Major Mentions Only		
Unfamiliar with candidates	9	28
Away from Maple Ridge	-	19
Not eligible to vote	-	11
Too busy	20	8
Don't care	-	6
Unable to get to the voting location	-	5

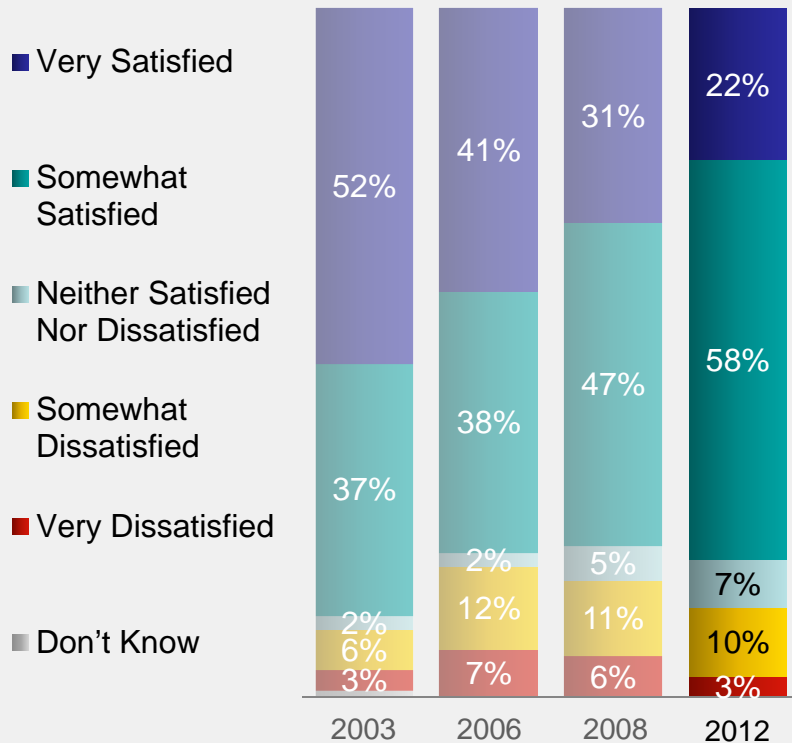
Base: Total residents responding 2008 (n=400), 2012 (n=699)

- Claimed voting behaviour in the Maple Ridge 2011 municipal election is 60%, which is well above the actual voter turnout of 25%. Those who are most apt to say they voted are: men, those living in the V2W FSA and seniors (55+).
- Those who admitted to not voting most often say they were unfamiliar with the candidates or were simply away.
- (Please see the methodology for a map of Maple Ridge showing the boundaries of the FSAs).

Q7a. Did you vote in the 2011 municipal election held in November?

Q7b. Why didn't you vote in the election?

Satisfaction With Quality Of Life In Maple Ridge



- The large majority of Maple Ridge residents are at least somewhat satisfied with the quality of life they experience in the community.
- Generally similar to past research, 80% say they are satisfied with their quality of life, while 13% are dissatisfied and 7% are undecided.
- Residents who say they are “very satisfied” currently stands at 22%.

Base: Total residents responding 2003 (n=911), 2006 (n=400), 2008 (n=400), 2012 (n=696)

Q8. Overall, how satisfied are you with the quality of life in Maple Ridge?

Most Like About Living In Maple Ridge

	Total 2003	Total 2006	Total 2008	Total 2012
Base: Total residents responding	911	400	400	677
Major Mentions Only	%	%	%	%
The parks	2	2	2	30
Access to outdoors	24	37	25	29
Smaller community	37	29	26	25
People	11	16	11	24
Scenery/ beautiful	2	-	-	19
Access to recreational activities, facilities	3	4	3	18
Lakes/ rivers	-	-	2	14
The amount of green-space/ surrounding environment	2	-	5	14
Housing/ affordable housing	-	-	3	13
Rural character	30	30	28	13
Quality shopping is nearby	3	2	2	13
Quiet community	7	3	5	11
Proximity to Vancouver and other major centres	4	2	3	11
Community spirit	17	11	18	10
Quality of services	2	1	1	10

Q9. What do you like most about living in Maple Ridge?



Most Like About Living In Maple Ridge

- Maple Ridge residents enjoy their municipality because of its outdoorsy, small town feeling. Comments in this vein include: parks, access to the outdoors, the small community feel, rural character, the scenery, the lakes/rivers and green-space.
- Residents also enjoy their community for the people, access to recreational activities/facilities, access to shopping/services, community spirit, affordable housing and proximity to Vancouver.
- Younger residents are the most apt to mention the parks as what they most like about Maple Ridge, while the small community feeling is especially appreciated by those falling into the 35 to 44 year old age bracket.
- Regionally, those living in the V4R FSA are the most apt to mention the green-space, while those living in V2W are most likely to mention affordable housing.
- (Please see the methodology for a map of Maple Ridge showing the boundaries of the FSAs).

Least Like About Living In Maple Ridge

	Total 2003	Total 2006	Total 2008	Total 2012
Base: Total residents responding	911	400	400	667
Major Mentions Only	%	%	%	%
Lack of shopping opportunities	11	22	29	51
Traffic congestion/ state of transportation	12	8	10	18
Growing crime/ policing not strict enough	12	10	11	17
Lack of public transport	6	6	9	17
Homelessness/ poverty	4	15	12	16
Taxes are too high/ housing prices are too high	2	2	5	15
Downtown core is rundown/ presence of Salvation Army Soup Kitchen	4	2	6	13
Increasing incidence of drugs/ grow-ops	3	8	6	11
Roads (esp. Lougheed Hwy) not maintained or big enough/ need more roads	4	3	5	10
No garbage pick up/ high cost at transfer station/ garbage being dumped	-	-	-	10
Poor urban planning/ poor long-term planning/ city government to blame	4	5	6	10
Lack of community services	1	1	6	10
Lack of jobs/ business	2	2	7	9
Having to commute	17	24	16	8
Overdevelopment of housing	6	4	1	6
Lack of social activities/ opportunities	3	3	4	5

Q10. What do you like least about living in Maple Ridge?

Least Like About Living In Maple Ridge

- The main issues raised about living in Maple Ridge continue to centre around the lack of shopping opportunities (51% mentioning), followed somewhat more distantly by traffic issues (18%), crime (17%), lack of public transport (17%), homelessness (16%), high taxes (15%) and the state of the downtown core (13%).
- Residents living in the FSAs of V2W and V4R are especially apt to mention the lack of shopping, however, it is by far the most pressing concern for all residents.
- Traffic issues, including traffic congestion, road concerns (not maintained, not big enough, etc.) spans across all regions of the District, but those living in the V2X FSA are particularly likely to mention the traffic congestion, while those living in the V4R FSA are the most apt to comment on the roads.
- Growing crime and the increasing incidence of drugs and grow-ops is a secondary criticism, which is particularly concerning to those 35 and younger.
- (Please see the methodology for a map of Maple Ridge showing the boundaries of the FSAs).

Most Pressing Issues Facing Maple Ridge

	Most Important Issues				Top 3 Issues			
	2003	2006	2008	2012	2003	2006	2008	2012
Base: Total residents responding Major Mentions Only	911 %	400 %	400 %	691 %	911 %	400 %	400 %	691 %
Economic Development (Subtotal)			14	33			41	57
Lack of shopping/ business development	-	-	5	17	-	-	23	36
Need more businesses/ not business friendly	2	8	-	6	12	18	-	12
Taxes	2	4	1	5	7	8	5	11
Lack of local employment opportunities	1	1	7	3	3	6	12	9
Increase commercial tax base	-	-	-	2	-	-	-	6
Safe and livable Community (Subtotal)			39	26			58	52
Homelessness/poverty	7	7	17	9	16	18	31	21
Education (general/ overcrowded/ funds)	1	1	-	6	7	3	3	13
Crime	10	18	20	4	24	35	31	12
Drug abuse	-	-	1	2	-	-	6	10
Lack of police	-	-	-	1	-	-	2	5
Garbage pick-up	-	-	-	1	-	-	-	3
Healthcare	2	-	-	-	7	4	3	1
Lack of post-secondary opportunities	-	1	1	-	4	4	3	-

Q11. Overall, what do you think are the three most pressing issues facing the community of Maple Ridge today, beginning with the single most important issue?

Most Pressing Issues Facing Maple Ridge (cont'd)

	Most Important Issues				Top 3 Issues			
	2003	2006	2008	2012	2003	2006	2008	2012
Base: Total residents responding Major Mentions Only	911 %	400 %	400 %	691 %	911 %	400 %	400 %	691 %
Smart Managed Growth (Subtotal)			16	24			30	45
Need better development/ control/ planning/ communication	2	3	3	6	3	5	4	16
Need for downtown/ core redevelopment	-	-	2	3	-	-	7	9
Loss of agricultural/ rural land to development*	2	10	5	4	6	23	10	8
Housing development	2	2	1	3	7	5	3	6
Development/ expansion (general)	1	1	1	3	3	1	3	4
Rapid population growth	7	10	4	1	11	16	7	1
Transportation (Subtotal)			23	10			48	29
Roads/ traffic issues	-	-	4	5	-	-	13	15
Public transit	-	-	-	3	-	-	-	10
Transportation general	21	23	19	2	46	49	37	4
Need bridge	8	1	-	-	14	1	-	-

*Agricultural land loss was moved from the Environment category to Smart Managed Growth in 2008

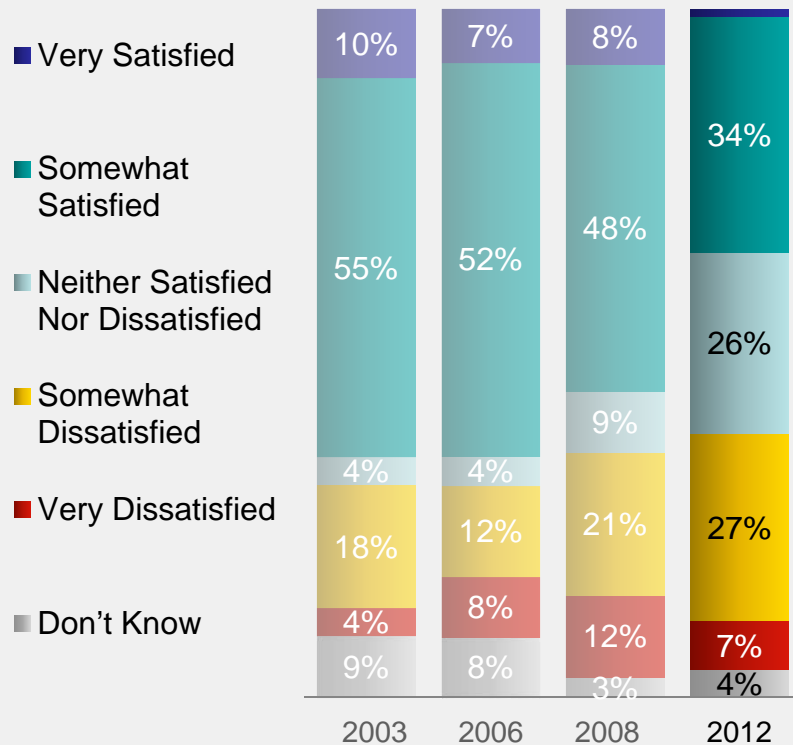
Q11. Overall, what do you think are the three most pressing issues facing the community of Maple Ridge today, beginning with the single most important issue?



Most Pressing Issues Facing Maple Ridge

- In terms of the single most pressing *issue* facing Maple Ridge, the lack of shopping tops list with 36% residents mentioning this on an unprompted basis. The next most pressing issues for residents are homelessness (mentioned by 20%), the need for better development/control/planning (16%), and general transportation concerns (15%).
- In terms of *categories*, resident comments most commonly fall into economic development (57%), safe and livable community (52%), or smart managed growth (45%). Relatively fewer residents make comments that fall into the transportation category (29%) and very few brought up an issue that falls in the category of environment (2%).
- While residents 35 and older are the most likely to feel economic development issues are the most pressing, those 35 and younger are most preoccupied with having a safe and livable community.
- Smart managed growth is a concern that spans equally across residents of all ages, while transportation concerns tend to increase with age.

Satisfaction With Issues Management



Base: Total residents responding 2003 (n=911), 2006 (n=400), 2008 (n=400), 2012 (n=696)

- Maple Ridge residents are divided when it comes to their satisfaction with the way issues are being addressed in the community. Residents are equally likely to be satisfied (35%) or dissatisfied (34%) with how issues are being handled. The remaining 26% admit to being “on the fence” being neither satisfied nor dissatisfied.
- While seniors (55 and older) are the most apt to be satisfied with the way the District is handling issues, younger residents (under 35 years) are the most likely to be undecided.
- Residents living in the V2W FSA express the greatest dissatisfaction.
- (Please see the methodology for a map of Maple Ridge showing the boundaries of the FSAs).

Q12. Overall, would you say you are satisfied or dissatisfied with the way issues are being addressed in Maple Ridge?

Residents' Vision Of An Ideal Maple Ridge

	Total 2003	Total 2006	Total 2008	Total 2012
Base: Total residents responding	911	400	400	670
Major Mentions Only	%	%	%	%
Economic Development (Subtotal)			41	56
Increased shopping availability	7	9	19	26
Increased employment within the city/ allow people to work close to where they live	6	4	8	14
Self sufficient city/ find a way to keep people in the city/ make it so they don't have to go to another city to shop, eat, etc./ keep money in Maple Ridge	7	14	5	12
Want more businesses/ industry to move to town	3	1	6	9
Affordable housing	-	-	1	6
Increased amount of entertainment and leisure facilities	7	5	6	5
Smart Managed Growth (Subtotal)			36	53
Make downtown core more vibrant/ bring more businesses downtown/ create a denser downtown core with more apartments, high rises	5	5	7	12
Ensure community still has a rural, small town feel	14	8	6	12
Cleaning up downtown core/ upgrade the buildings to make them more attractive	6	2	10	10
Reduce amount of new houses/ increase space between homes/ don't allow big residential areas like Coquitlam/ larger property lots/ less subdivisions/ reduced urban sprawl	6	6	7	7

Q13. Please explain, in general terms, the type of community you would like to see Maple Ridge become in the future. Can you give a brief description of what your vision of an ideal Maple Ridge looks like?

Residents' Vision Of An Ideal Maple Ridge (cont'd)

	Total 2003	Total 2006	Total 2008	Total 2012
Base: Total residents responding	911	400	400	670
Major Mentions Only	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Increased development/ to resemble larger cities, but not at the expense of green-space	3	1	-	5
Balance of country life and urban life/ small town look with big city feel/ less rural development/ slow down growth/ want a town, not a city	9	14	7	5
More local parks, green-space/ increased green-space in downtown core/ make a park for people to sit, read etc.	7	14	5	4
Safe and livable Community (Subtotal)			43	42
Reduced crime/ increased safety of residents	17	18	19	13
Want a more family oriented city/ place to raise a family	5	6	7	10
Less homeless people/ help the needy	4	8	11	5
Outdoor recreation/ trails	-	-	-	5
Increased community spirit/ ability to know neighbours	9	10	11	4
Improved education/ better access to higher education	5	3	2	3
Transportation (Subtotal)			23	12
Improved public transportation	5	10	6	6
Improvement of roadways to reduce congestion	6	-	3	3
Governance (Subtotal)	-	-	-	5
More responsible government/ more citizen input	-	-	-	5

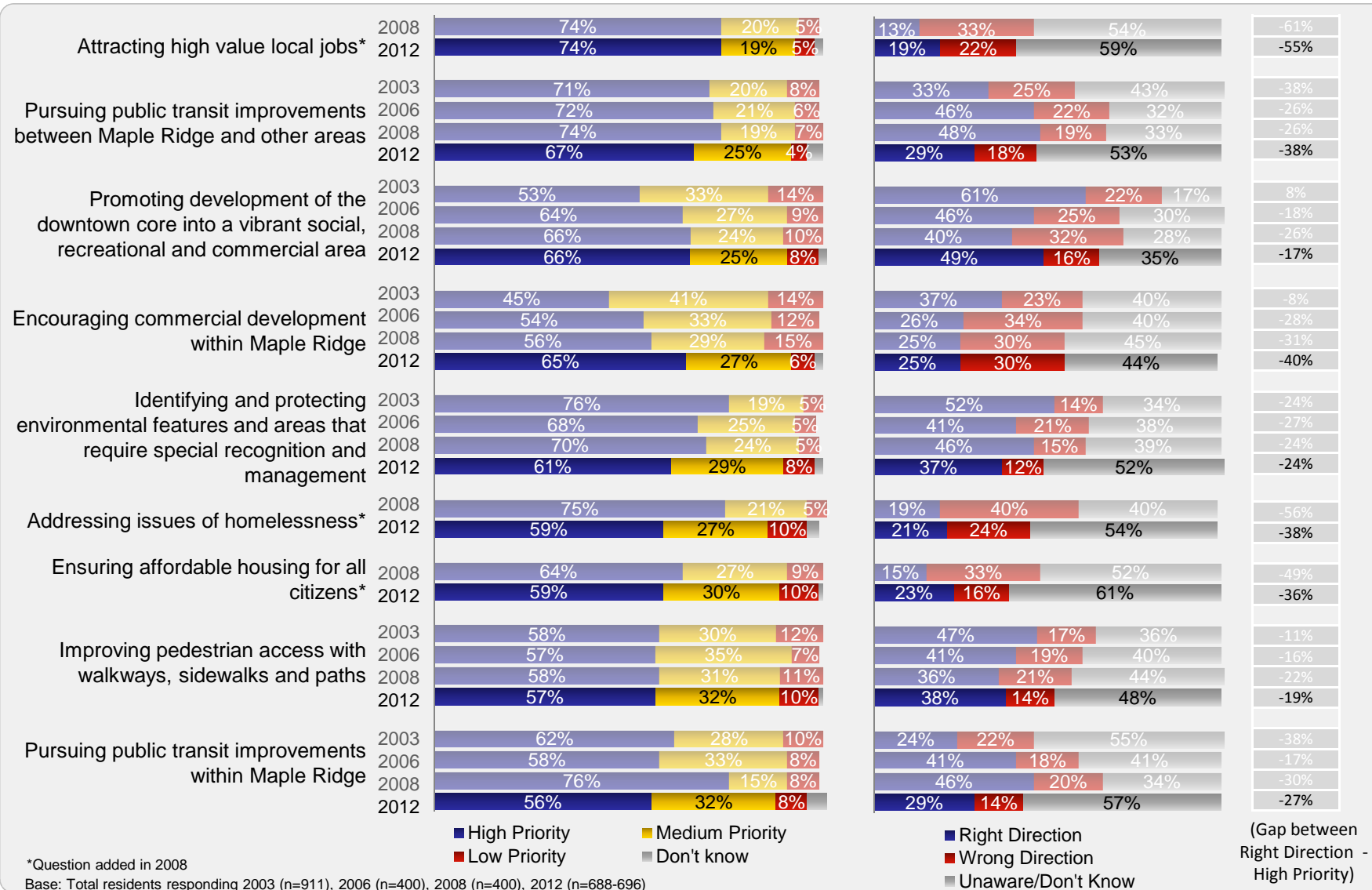
Q13. Please explain, in general terms, the type of community you would like to see Maple Ridge become in the future. Can you give a brief description of what your vision of an ideal Maple Ridge looks like?

Residents' Vision Of An Ideal Maple Ridge

- Residents' vision for a future Maple Ridge most often include descriptions that fall into one of three themes:
 - Economic development (56%)
 - Smart managed growth (53%)
 - Safe and livable community (42%)
- While these would appear to be four distinct themes they all relate back to creating a Maple Ridge that is self-contained, economically viable, a good place to live that attracts new businesses and residents, but which still manages to exude the small town, rural feeling that residents currently value.
- The specific descriptions related by residents in each of these themes are as follows:
 - In the area of economic development, residents want more shopping within Maple Ridge, increased employment opportunities within the community and, in short, a self-sufficient community that keeps people local (jobs, shopping, eating, etc.)
 - For residents, smart managed growth relates to making the downtown core more vibrant and attractive; upgrading it with more businesses and multi-family dwellings. However, this type of upgrade has to be balanced with retaining Maple Ridge's rural, small town feel.
 - The main comments that make up a safe and livable community include having less crime/increased safety of residents and having a family-oriented community.
- Transportation comments are also made by 12% of residents, with the focus being mainly on road and traffic issues.



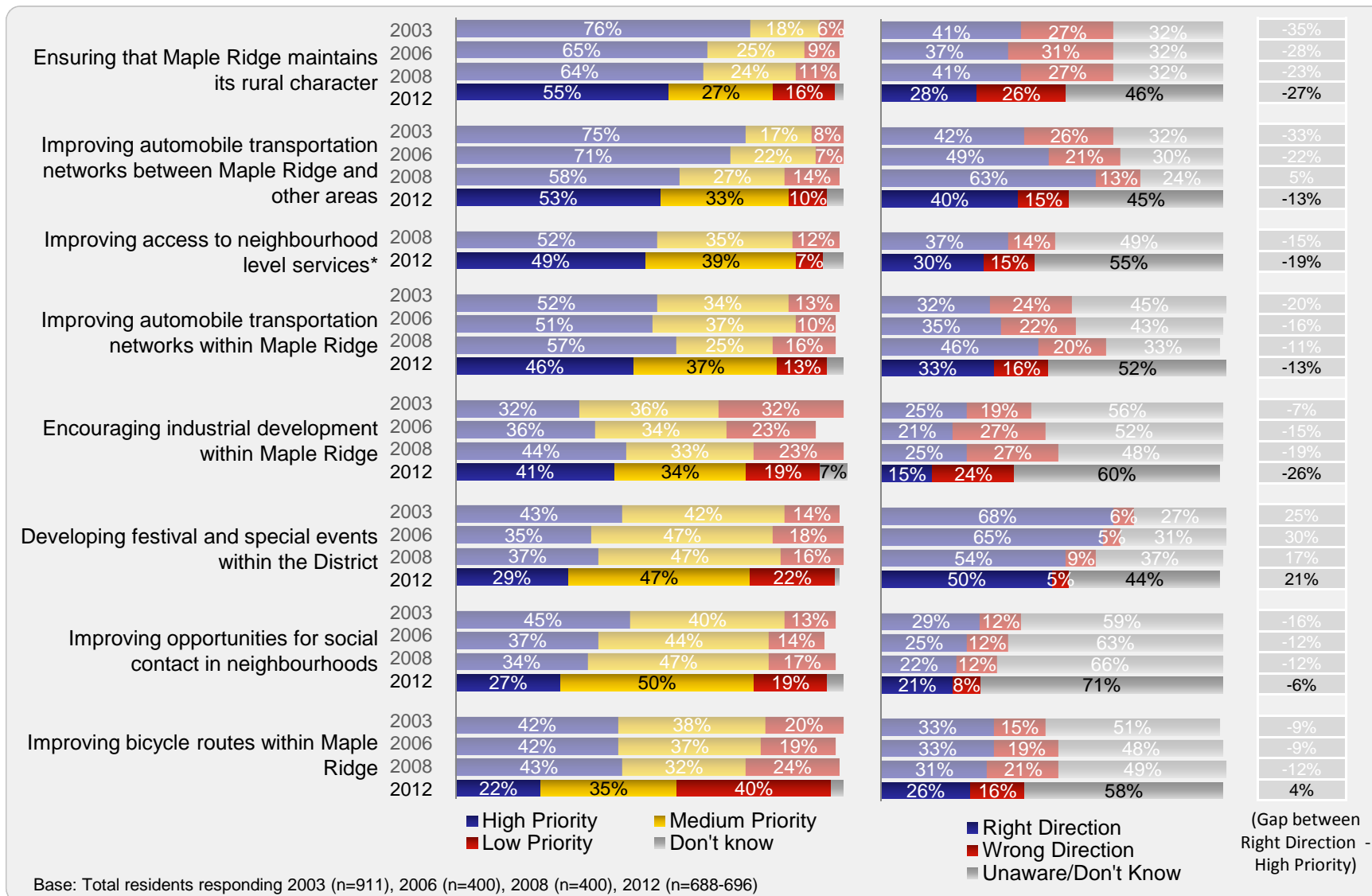
Future Planning Issues: Priorities and Direction Taken By The District



Q14. Over the next 15 to 20 years, the population of Maple Ridge will substantially increase in size. Thinking about the interests and needs of your family and the sort of community that you would like to see Maple Ridge develop into over that time, please indicate if the following possible actions are of low, medium or high priority to you.

Q15. Then, thinking of the same issues, please indicate if you think the District of Maple Ridge is taking the right direction, wrong direction or if you are unaware of their direction on that issue.

Future Planning Issues: Priorities and Direction Taken By The District



Q14. Over the next 15 to 20 years, the population of Maple Ridge will substantially increase in size. Thinking about the interests and needs of your family and the sort of community that you would like to see Maple Ridge develop into over that time, please indicate if the following possible actions are of low, medium or high priority to you.

Q15. Then, thinking of the same issues, please indicate if you think the District of Maple Ridge is taking the right direction, wrong direction or if you are unaware of their direction on that issue.

Future Planning Issues: Priorities and Direction Taken By The District

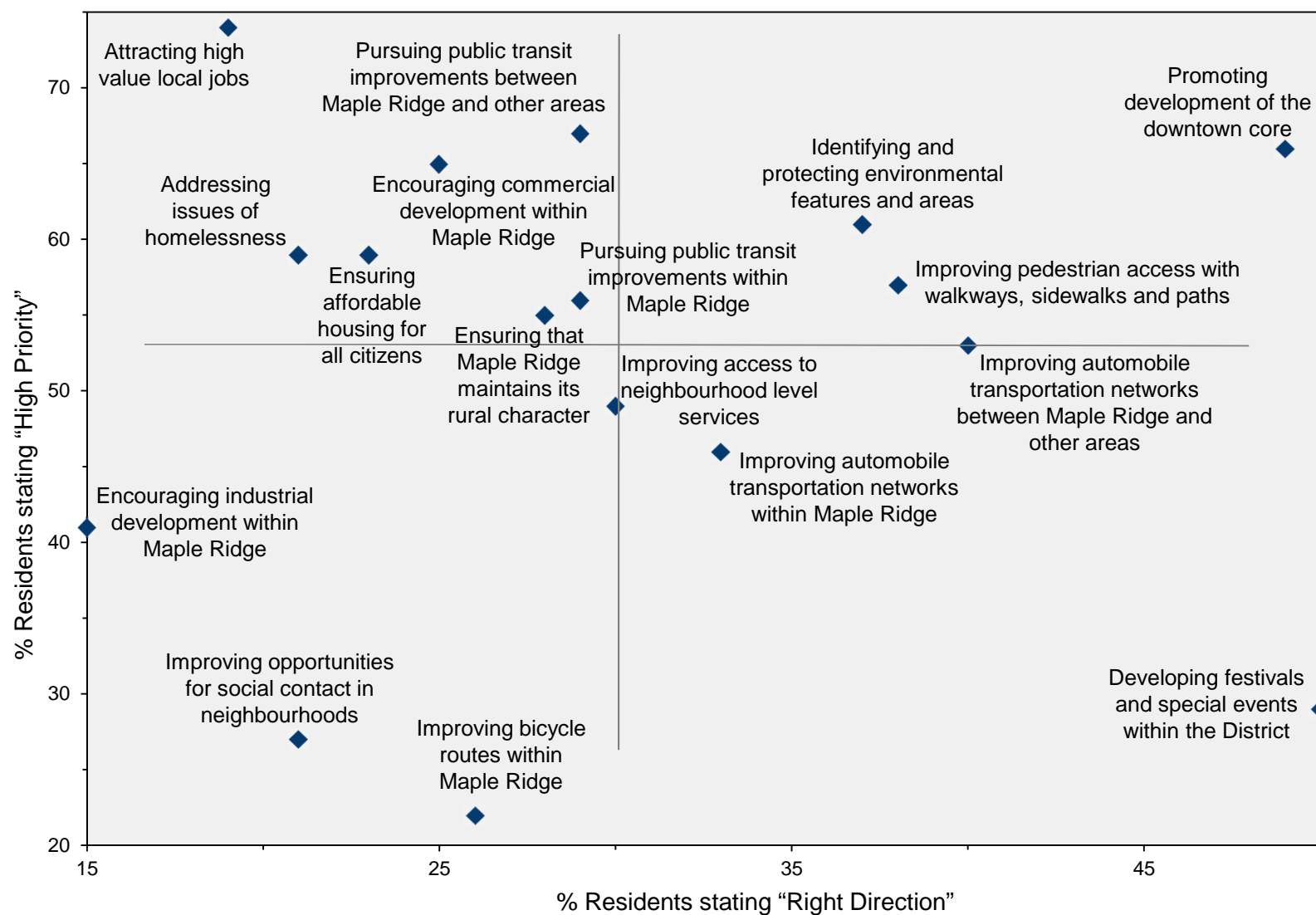
- Residents were presented with a list of 17 possible actions that the District can take in terms of future planning and asked to prioritize them as high, medium or low. The four actions or areas that are accorded the highest priority reflect the type of community Maple Ridge residents envision for the future.
- Topping the list of priorities is:
 - attracting high value jobs (74% give this a high priority)
 - pursuing public transit improvements between Maple Ridge and other areas (67%)
 - promoting development of the downtown core into a vibrant social, recreational and commercial area (66%)
 - encouraging commercial development (65%)
 - identifying and protecting environmental features and areas that require special recognition and management (61%)
- Priorities that are somewhat less important, but still are regarded as a high priority by broadly 60% of residents include:
 - ensuring affordable housing for all citizens (59%)
 - addressing issues of homelessness (59%)
- Again, these top seven priorities mirror residents' desire for a self-sustaining community that is economically strong and visually attractive, but with a "small town" feel.
- Three actions that are of the lowest priority to residents are:
 - developing festivals and special events within the District (29% give this a high priority); although it should be noted that the District earns the highest score on this action in terms of moving in the right direction
 - improving opportunities for social contact in neighbourhoods (27%); although 71% of residents admit to being unaware of the direction the District is taking on this action
 - improving bicycle routes within Maple Ridge (22%)



Future Planning Issues: Priorities and Direction Taken By The District

- When it comes to the direction the District is taking on the same various actions, the general finding is that rather than having a definitive position on the District's direction, residents tend to be unaware of what direction the District is taking. Anywhere from 35% to 71% of residents are unsure as to the District's direction on the 17 various actions.
- The top two actions or areas where residents feel the District is moving in the right direction are:
 - developing festivals and special events within the District (50% saying "right direction")
 - promoting development of the downtown core into a vibrant social, recreational and commercial area (49%)
- Moving in the right direction on the latter area is particularly important as it is one of highest priorities for residents. Conversely, developing festivals and special events is one of the lowest priorities.
- Broadly 40% of residents also think the District is moving in the right direction on:
 - improving automobile transportation networks between Maple Ridge and other areas (40%)
 - improving pedestrian access with walkways, sidewalks and paths (38%)
 - identifying and protecting environmental features and areas that require special recognition and management (37%)
- However, it should be noted that for all of the three above areas more residents are unsure of the District's direction, than feel it is moving in the right direction.
- The actions/areas with the highest proportion of residents thinking the District is taking the wrong direction include:
 - encouraging commercial development within Maple Ridge (30% saying wrong direction)
 - ensuring Maple Ridge maintains its rural character (26%)
 - addressing issues of homelessness (24%)
 - encouraging industrial development within Maple Ridge (24%)
- Again, considerably more residents are unsure of the District's direction in the aforementioned areas than feel it is going in the wrong direction.

Future Planning Issues: High Priorities and The Right Direction Taken By The District



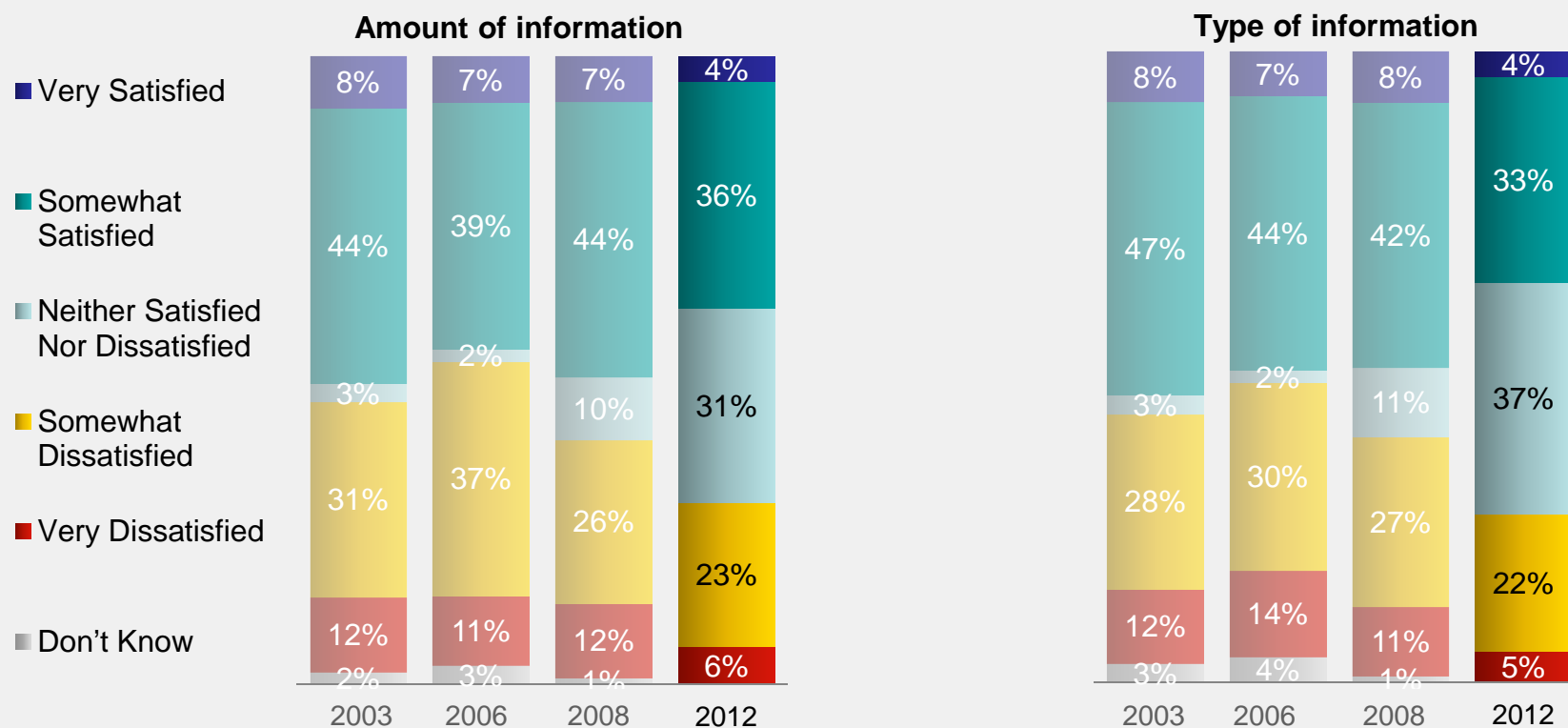
Note: This map has been rescaled to reflect the average high priority and right direction scores.



Future Planning Issues: Priorities and The Direction Taken By The District

- A comparison (in a perceptual map) of the priority placed on various actions versus the direction the District is taking on these actions reveals that priority and direction, on higher priority areas, is aligning most closely on the following:
 - promoting the development of the downtown core
 - identifying and protecting environmental features and areas
 - improving pedestrian access with walkways, sidewalks and paths
 - Improving automobile transportation networks between Maple Ridge and other areas
- The District will want to continue to focus on these areas and ensure it is communicating its efforts to residents.
- Actions/areas that where priority is high, but the District's direction is not quite in alignment (as mentioned earlier, in most cases the District is not taking the wrong direction, residents are simply unaware about its direction) include:
 - attracting high value local jobs
 - pursuing public transit improvements between Maple Ridge and other areas
 - encouraging commercial development within Maple Ridge
 - addressing issues of homelessness
 - ensuring affordable housing for all citizens
 - ensuring that Maple Ridge maintains its rural character
 - pursuing public transit improvements within Maple Ridge

Satisfaction With Amount And Type Of Information Received From The District



Base: Total residents responding 2003 (n=911), 2006 (n=400), 2008 (n=400), 2012 (n=695-698)

Q16. How satisfied are you with the amount of information you receive from the District of Maple Ridge?

Q17. How satisfied are you with the type of information you receive from the District of Maple Ridge?



Satisfaction With Amount And Type Of Information Received From The District

- When it comes to the *amount* of information residents receive from the District, satisfaction levels are somewhat mixed. Currently, 40% report being satisfied, 31% are neither satisfied nor dissatisfied while 28% are dissatisfied.
- Similar mixed satisfaction levels are also apparent when it comes to the *type* of information residents receive from the District. Specifically, 36% are satisfied, 37% are neither satisfied nor dissatisfied and 26% are dissatisfied.

Types Of District Information Desired By Residents On A Regular Basis

	Total 2003	Total 2006	Total 2008	Total 2012
Base: Total residents responding	911 %	400 %	400 %	682- 696 %
A review of what the District said it was going to do and what it has actually done*	n/a	n/a	91	91
Vision and strategic plans	89	87	83	84
Information about changes to municipal taxes	91	88	85	83
Calendar of municipal events and meetings	82	73	67	70
Information about bylaws, zoning regulations and so on	74	69	67	67
Information about capital expenditures	72	67	69	63
Budget and financial plans	72	65	66	55
Council minutes, agenda and information	55	50	50	37
Other (Unaided)	9	12	16**	4

*Option added in 2008

**Other types of information mentioned on an unaided basis in 2008 included housing and building planning, transit system and transportation and information on local events and festivals.

Q18. Which of the following types of information would you like to receive from the District of Maple Ridge on a regular basis?



Types Of District Information Desired By Residents On A Regular Basis

- From a list of eight types of information that the District could deliver on a regular basis, residents are particularly interested in the following:
 - A review of what the District said it was going to do and what it has actually done (91%)
 - Vision and strategic plans (84%, but it reaches 93% among the group of residents living in the V2W FSA)
 - Information about changes to municipal taxes (83%)
- Residents are the least interested in receiving Council minutes, agenda and information (37%) and budget and financial plans (55%).
- Other unprompted suggestions for information made by residents include crime and social statistics and government officials information.
- (Please see the methodology for a map of Maple Ridge showing the boundaries of the FSAs).

Best Way To Communicate With Residents

	Total <u>2003</u>	Total <u>2006</u>	Total <u>2008</u>	Total <u>2012</u>
Base: Total residents responding	911 %	400 %	400 %	698 %
Newsletters emailed to you	1	1	19	31
Newspaper announcements	49	39	33	27
Newsletters mailed to your home	33	42	28	27
The District's website	11	12	11	17
Social media (such as Facebook or Twitter)+	n/a	n/a	n/a	7
Public information meetings	1	1	1	3
Notices or newsletters in civic buildings such as recreation centres, city hall, libraries and so on	1	2	4	3
Town hall meetings	2	2	2	3
An RSS Feed you subscribe to on your computer*	n/a	n/a	2	3
Council meetings	1	1	1	2

*Option added in 2008

+Option added in 2012

Q20. Which of the following is the single best way for the District to communicate with you?



Best Way To Communicate With Residents

- Residents equally prefer that the District communicate with them via newsletters (either emailed or mailed to their homes) and through newspaper announcements. Broadly three in ten residents choose each of these channels as the best way to receive District communications.
- Emailing newsletters is not as strongly supported by residents 55 and older as it is by those under 55, while the opposite is true of newspaper announcements (i.e. those 55 and older particularly like communications via this channel).
- Only 17% name the District website as the best channel for communications and this preference is consistent across the various age groups. Social media, although only preferred by 7% overall, is more popular among residents under 35 years of age (20% of under 35's prefer this method of communication).

Preferred Means Of Participating In The District's Future

	Total 2003	Total 2006	Total 2008	Total 2012
Base: Total residents responding	911 %	400 %	400 %	668- 680 %
Participating in mail-in or web-based surveys	69	59	64	73
Offering your comments on a website	53	53	66	54
Emailing the District*	n/a	n/a	n/a	47
Attending a public meeting	55	52	48	32
Writing a letter	49	45	48	25
Social media (such as Facebook or Twitter)*	n/a	n/a	n/a	25
Participating in neighbourhood planning groups	42	39	37	23
Phoning with your ideas	35	29	31	14
Other	-	-	-	1

*Option added in 2012

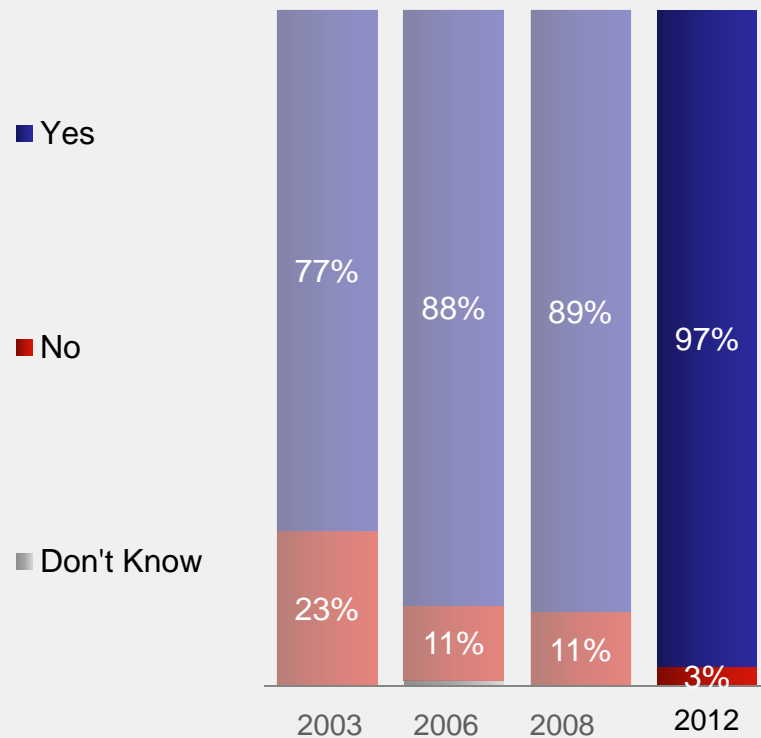
Q21. And now, thinking about ways of participating in the planning of, or offering of opinions about the District's future, do you imagine yourself doing any of the following activities?



Preferred Means Of Participating In The District's Future

- From a list of eight suggested ways of participating in the District's future, residents continue to be most receptive to web-based alternatives. Participating in web-based or mail-in survey (73% choosing), offering comments on a website (54%), and emailing the District directly (47%) are the top three preferences.
- However, ways of providing opinions to the District are somewhat related to residents' ages. Older residents (those 55 and older) are less interested in sharing opinions on a website (34% versus 54% in total) and marginally less interested in web-based or mail-in surveys (60% versus 73% in total).
- Attending a public meeting does not have wide appeal among residents (only 32% say they want to participate in the District's future in this way) and interest is particularly low among those under 45 years of age (only 23% express interest).
- Younger residents (those under 35) are open to expressing their views via social media (50%), but across all residents, this channel is not widely preferred (only 25% select this channel in total).

Internet Access

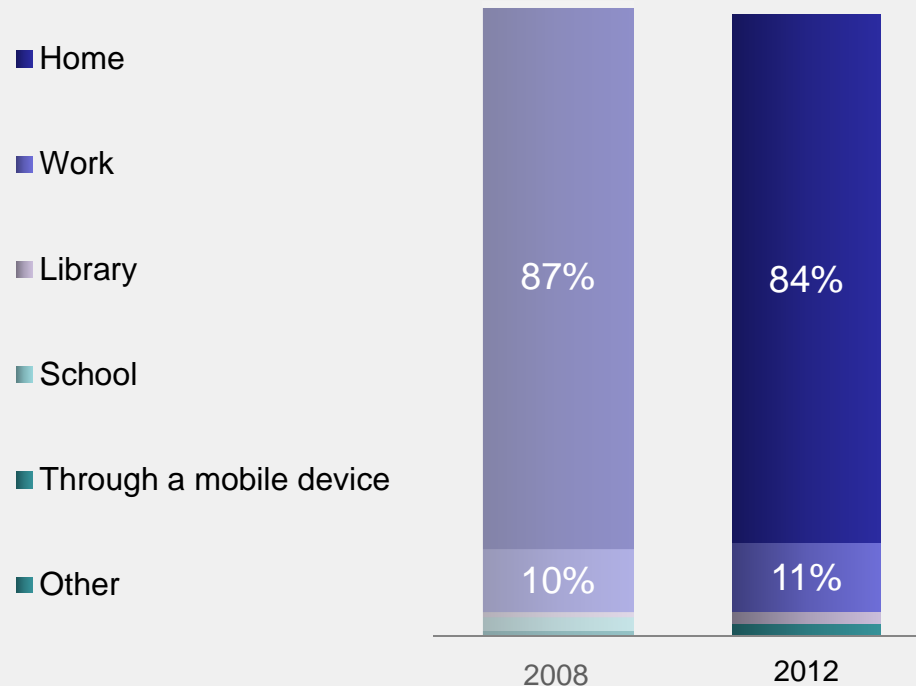


- The large majority of Maple Ridge residents report having internet access. Current reported internet penetration is at 97% and even reaches 92% among residents 55 and older.

Base: Total residents responding 2003 (n=911), 2006 (n=400), 2008 (n=400), 2012 (n=697)

Q22a. Do you have access to the internet?

Most Commonly Used Internet Access

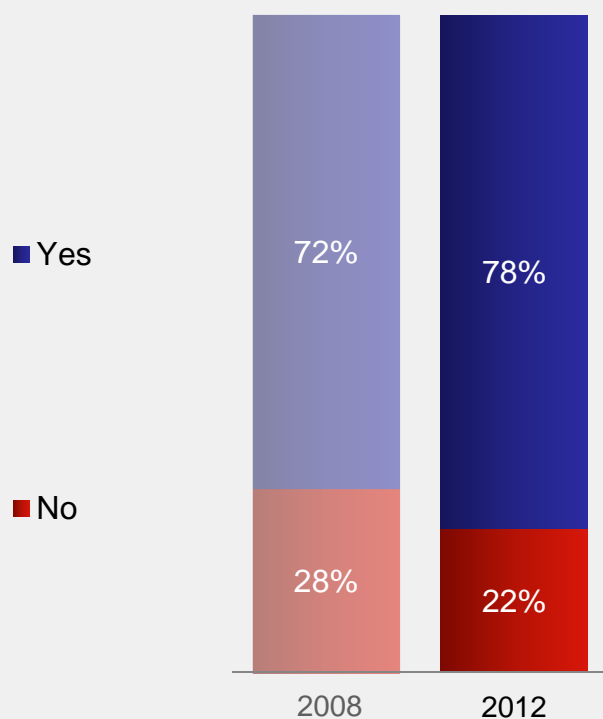


- Maple Ridge residents with internet access most commonly use it from home (84%). Few residents report that they most commonly use the internet at work (11%), through a mobile device (2%) or at the library (2%).
- Home internet access is generally in line with past research.

Base: Those having Internet access 2008 (n=335), 2012 (n=672)

Q22b. Is your most commonly used Internet access at . . .

Ever Obtained Information From The District's Website



- 78% of residents with internet access report that they have obtained information from the District's website, with usage being more widespread among residents under 55. Specifically, among residents under 55, incidence of using the website is upwards of 80%, while among residents 55 and older it is 59%.

Base: Those having internet access 2008 (n=335), 2012 (n=671)

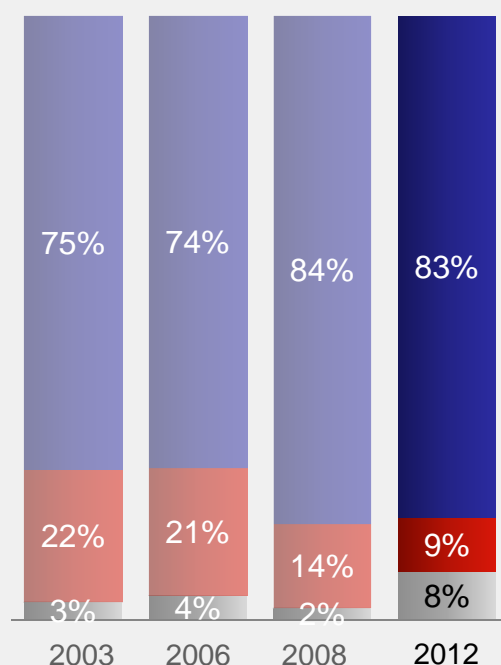
Q23. Have you ever obtained information from the District of Maple Ridge's website?

Perception Of Internet As Appropriate Means Of Offering Services/Communicating

■ Yes

■ No

■ Don't Know

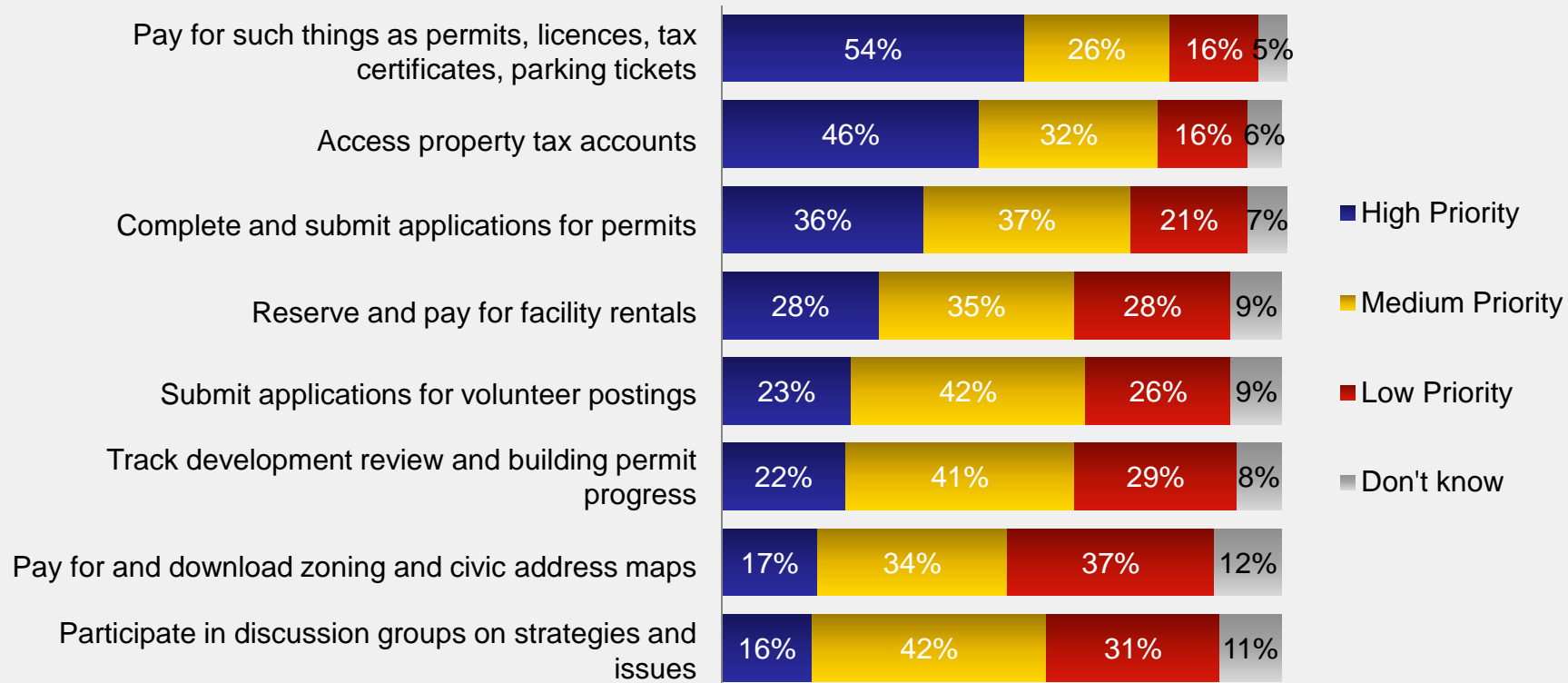


- Generally, Maple Ridge residents think that the internet is an appropriate means of communicating and/or offering services to residents.
- Again, as with website usage, younger residents (under 35 years) are almost all onboard when it comes to using the internet to communicate and offer services to residents, as are over 80% of residents aged 35 to 54. However, among residents 55 and older, somewhat fewer (68%) feel the internet is appropriate.

Base: Total residents responding 2003 (n=911), 2006 (n=400), 2008 (n=400), 2012 (n=693)

Q24. Do you think that the Internet is an appropriate means of communicating and/or offering services to area residents?

Online Service Priorities



Base: Those who think Internet is an appropriate means of communication 2012 (n=560-562)

Q25. There are a number of services that the District currently does or could offer online to residents. For each of the following services, please indicate if having that District service available to you is of low, medium or high priority to you.

High Online Service Priorities

	High Priority			
	2003	2006	2008	2012
Base: Those who think Internet is an appropriate means of communication	721 %	312 %	339 %	560-562 %
Pay for such things as permits, licences, tax certificates, parking tickets	49	48	52	54
Access property tax accounts	39	40	47	46
Complete and submit applications for permits	41	39	45	36
Reserve and pay for facility rentals	33	31	37	28
Submit applications for volunteer postings	40	44	26	23
Track development review and building permit progress	32	34	35	22
Pay for and download zoning and civic address maps	26	26	21	17
Participate in discussion groups on strategies and issues	25	27	27	16
Other (Unaided)	n/a	n/a	15	4*

*Among the 25 residents who mentioned other municipal services that should be available online, planning/zoning decisions, Council meeting minutes and ways to provide input were mentioned.

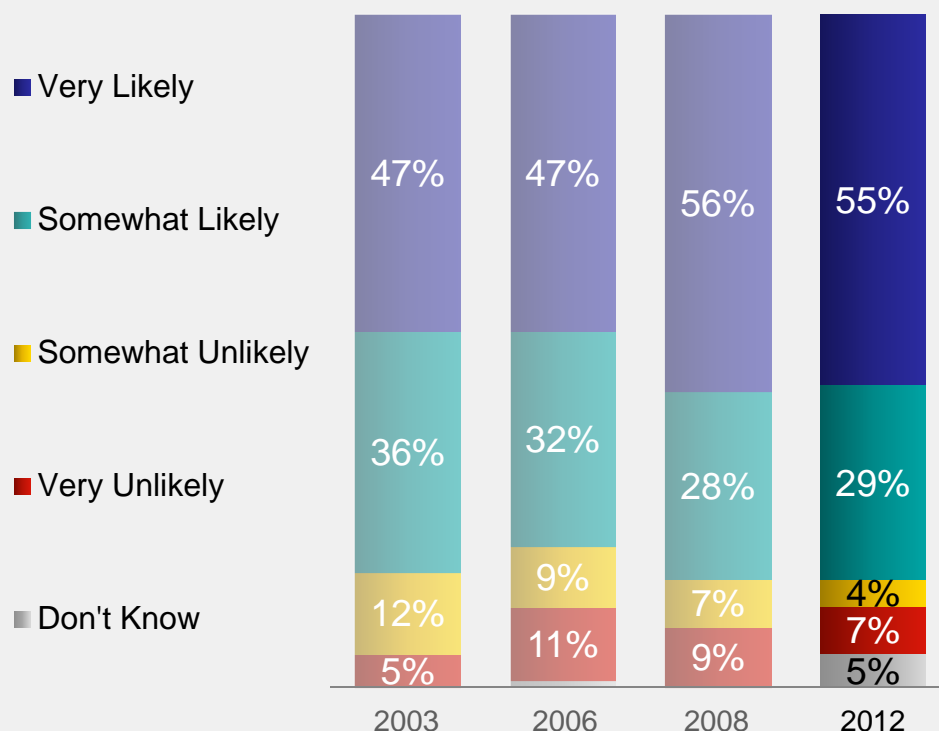
Q25. There are a number of services that the District currently does or could offer online to residents. For each of the following services, please indicate if having that District service available to you is of low, medium or high priority to you.



Online Service Priorities

- Residents who think the internet is an appropriate means of communicating and/or offering services were presented with eight services that the District currently offers or could offer to residents and rated the priority of each one as an internet-offered service.
- Consistent with 2008, the top three services residents see as the highest priority for online delivery includes:
 - paying for things such as permits, licences, tax certificates, parking tickets
 - accessing property tax accounts
 - completing and submitting applications for permits
- Participating in discussion groups on strategies and issues and paying for and downloading zoning and civic address maps are considered to be the lowest priorities for internet access.
- Again, as with all other internet-related communications/services, residents 55 and older place the lowest priority on offering services online.

Likelihood Of Using Internet To Access Information/Services From The District



- Residents continue to predict that they are likely to use the internet to obtain information or use services from the District. Specifically, 84% of residents think they are very or somewhat likely to use the internet for this purpose.
- Even among residents 55 and older predicted internet usage stands at 69%.

Base: Total residents responding 2003 (n=911), 2006 (n=400), 2008 (n=400), 2012 (n=696)

Q27. How likely are you to use the internet in the future to obtain information or use services from the District?



Resident Profile

	Total <u>2003</u>	Total <u>2006</u>	Total <u>2008</u>	Total <u>2012</u>
Base: Total residents responding	911 %	400 %	400 %	699 %
Gender				
Male	49	49	49	49
Female	51	51	51	51
Age				
18-34	26	29	25	27
35-54	48	45	45	43
55+	26	25	30	30
Years Lived in Maple Ridge				
Two years or less	12	14	9	6
Three to four years	15	12	12	5
Five to ten years	18	15	16	23
More than ten years	55	59	64	66

Resident Profile

	Total 2003	Total 2006	Total 2008	Total 2012
Base: Total residents responding	911 %	400 %	400 %	699 %
Employment Status				
Employed for pay	66	67	58	51
Self-employed	-	-	10	15
Homemaker	6	4	3	8
Student	4	3	5	3
Retired	19	19	19	17
Unemployed	4	4	5	3
Prefer not to answer	-	-	-	3
Employment Location (Among those employed for pay/self employed)				
Work in Maple Ridge	n/a	n/a	n/a	38
Work outside Maple Ridge	n/a	n/a	n/a	60
Prefer not to answer	-	-	-	2
Sector Work In (Among those employed for pay/self employed)				
Healthcare	n/a	n/a	n/a	11
Manufacturing	n/a	n/a	n/a	10
Retail	n/a	n/a	n/a	10
Education	n/a	n/a	n/a	9
Government	n/a	n/a	n/a	8
Construction/trades	n/a	n/a	n/a	7
High-tech	n/a	n/a	n/a	6
Finance or banking	n/a	n/a	n/a	5
Transportation	n/a	n/a	n/a	4
Childcare	n/a	n/a	n/a	4
Other	n/a	n/a	n/a	18
Prefer not to answer	n/a	n/a	n/a	7

Resident Profile

	Total 2003	Total 2006	Total 2008	Total 2012
Base: Among those employed for pay/self-employed who are working outside of Maple Ridge	408 %	400 %	400 %	268 %
Round-Trip Commute Time				
1 to 29 minutes	n/a	n/a	n/a	4
30 to 59 minutes	n/a	n/a	n/a	26
60 to 89 minutes	n/a	n/a	n/a	20
90 to 119 minutes	n/a	n/a	n/a	17
2 to 3 hours	n/a	n/a	n/a	22
3 to 4 hours	n/a	n/a	n/a	10
Average in minutes	n/a	n/a	n/a	86.9
Main Mode of Transportation				269
Car (self-drive)	n/a	n/a	n/a	81
Car (car share)	n/a	n/a	n/a	8
West Coast Express*	n/a	n/a	n/a	5
Bus	n/a	n/a	n/a	4
Cycle	n/a	n/a	n/a	1
Other	n/a	n/a	n/a	1

*Option added in 2012



Resident Profile

	Total <u>2003</u>	Total <u>2006</u>	Total <u>2008</u>	Total <u>2012</u>
Base: Total residents responding	408 %	400 %	400 %	699 %
Education				
Less than grade 12	9	8	7	4
Grade 12 graduation	27	27	20	18
Technical or vocational school	11	11	8	16
Some college or university	18	14	21	25
University degree or college diploma	29	32	36	25
Post-graduate degree	5	7	6	8
Prefer not to answer	9	8	7	4

Household Profile

	Total <u>2003</u>	Total <u>2006</u>	Total <u>2008</u>	Total <u>2012</u>
Base: Total residents responding	911 %	400 %	400 %	699 %
Home Tenure				
Own	82	83	86	79
Rent	17	16	13	19
Prefer not to answer	-	-	-	2
Type of Home				
Single-detached home	n/a	n/a	n/a	75
Semi-detached home (duplex/triplex)	n/a	n/a	n/a	2
Townhouse/Condominium (Row house)	n/a	n/a	n/a	10
Apartment	n/a	n/a	n/a	9
Suite in a house	n/a	n/a	n/a	2
Prefer not to answer	n/a	n/a	n/a	1
Household Composition				
Single with no children	17	22	24	13
Single with children	8	10	8	8
Couple with no children	29	24	23	23
Couple with children	45	43	45	50
Prefer not to answer	-	-	-	5



Household Profile

	Total <u>2003</u>	Total <u>2006</u>	Total <u>2008</u>	Total <u>2012</u>
Base: Total residents responding	911 <u>%</u>	400 <u>%</u>	400 <u>%</u>	699 <u>%</u>
Number of People in Household				
One	8	14	13	9
Two	31	26	30	31
Three	23	18	21	20
Four or more	38	38	36	40
Income				
Less than \$20,000	7	6	7	7
\$20,000 to less than \$35,000	11	9	8	6
\$35,000 to less than \$50,000	12	12	9	8
\$50,000 to less than \$65,000	19	13	13	9
\$65,000 to less than \$80,000	17	13	11	10
\$80,000 to less than \$100,000	10	9	11	11
\$100,000 or more	10	16	23	25
Prefer not to answer	-	-	-	24



Citizen Satisfaction Survey Detailed Findings



Nobody's Unpredictable

Importance of & Performance on Service Priorities

- The Citizen Satisfaction Survey presented residents with seven service categories, and within the categories, a total 41 specific services which the District provides.
- Residents were asked to rate how important each of the 41 services were to them, using a scale of 1 to 5 where: 1=not at all important, 2=not important, 3= neither unimportant or important, 4=important and 5=very important.
- Residents were then asked to rate the current level of service that the District provides for each of the 41 services, using a scale of 1 to 5 where: 1=very poor, 2=poor, 3=neither poor nor good, 4=good and 5=very good.
- It should be noted that a sizeable proportion of residents were unable to provide an assessment of the District's performance in certain categories (most notably, Protective Services, Economic Development, Services to Neighbours and Neighbourhoods and Budget and Taxes). Residents responding with "don't know" to these category service areas ranged from a low of 19% to a high of 57%. The District may want to consider increased communication to residents on what role it plays or action it takes in these areas.
- An overall perceptual map analysis of the importance and satisfaction scores for all 41 services can be found in the Appendix of this report.

Most Important Service Priorities

Top Service Priorities Based On Mean Importance Rating		
Category	Service	2012
Streets And Utilities	Safe drinking water	4.9
Protective Services	Guaranteed level of fire response to emergency calls	4.8
Protective Services	Targeting property crime offences (such as auto theft and break & enters)	4.7
Environmental Services	Protecting streams, rivers and other environmentally sensitive areas	4.7
Environmental Services	Recycling depot	4.7
Streets And Utilities	Smooth traffic flow so that it is easy to get around Maple Ridge	4.6
Streets And Utilities	Effective snow and ice removal from streets	4.6
Streets And Utilities	Reliable drainage of rain water	4.6
Environmental Services	Curb-side recycling	4.6
Streets And Utilities	Safe and reliable sewage collection	4.6
Protective Services	Zero tolerance approach to impaired driving	4.6

- Of the top 11 service priorities, five fall into the Streets and Utilities category, three into Protective Services and three into Environmental Services. (Note that the list includes the top 11 due to the “tie” held by the latter six services.)
- Maple Ridge residents continue to place the most importance on having safe drinking water (this is was also the top priority in 2008). Having a guaranteed level of fire response to emergency calls and targeting property crime offences are the most important Protective Services priorities, while residents place equal importance on protecting streams, rivers and other environmentally sensitive areas and on the recycling depot (the latter two falling into the Environmental Services category).



Most Important Service Priorities

- The remaining six service priorities are all accorded equal importance. In the category of Streets and Utilities, having smooth traffic flow, effective snow and ice removal from streets, reliable drainage of rain water and safe and reliable sewage collection all make the top 11.
- Curb-side recycling (Environmental Services category) and a zero tolerance approach to impaired driving (Protective Services) round out the list of the most importance service priorities.
- Compared to 2008, the only two service areas that did not make the top 10 list this year are providing fire and safety education to children and adults and providing outdoor recreation facilities. Instead, having safe and reliable sewage collection, effective snow and ice removal from streets and reliable drainage of rain water are ranked higher in importance. Despite being displaced on the top 10 list, the two service areas still rank highly, with 88% and 92% of residents, respectively, ranking them as important or very important.

Least Important Service Priorities

Bottom Service Priorities Based On Mean Importance Rating		
Category	Service	2012
Neighbours And Neighbourhoods	Enforcing parking regulations	3.4
Neighbours And Neighbourhoods	Regulating secondary suites	3.4
Economic Development	Promoting tourism	3.8
Neighbours And Neighbourhoods	Maintaining building records and drawings	3.8
Neighbours And Neighbourhoods	Regulating the physical appearance of new buildings	3.9
Neighbours And Neighbourhoods	Assisting neighbours to resolve disputes (such as location of fences or sheds, trees infringing on adjacent property)	3.9
Parks And Recreation	Beautifying Maple Ridge (plants, flowers and landscaping)	4.0
Economic Development	Licensing and regulating businesses	4.0
Neighbours And Neighbourhoods	Advice to public on building/construction matters	4.0

- The service priorities that are of the least importance to Maple Ridge residents (relative to all others) tend to fall into the Neighbours and Neighbourhoods category, which was also the case in 2008. Generally consistent with past trends, regulating secondary suites and enforcing parking regulations are of the least importance to residents relative to the other service areas.
- Involving citizens in the development of annual business plans, regulating the types of buildings that can be built in different areas and responding to complaints about nearby properties are three service areas that did *not* make the list of least important service priorities this year. However, two service areas that are currently on the list (but were not in the past) include licensing and regulating businesses and providing advice to the public on building/construction matters.

Service Priorities Most Satisfied With

Top Service Priorities Based On Mean Satisfaction Rating		
Category	Service	2012
Streets And Utilities	Safe drinking water	4.4
Environmental Services	Recycling depot	4.3
Environmental Services	Curb-side recycling	4.2
Protective Services	Guaranteed level of fire response to emergency calls	4.2
Parks And Recreation	Outdoor recreation spaces (parks, playing fields and trails)	4.0
Parks And Recreation	Parks and leisure programs and facilities are inclusive and accessible	4.0
Streets And Utilities	Safe and reliable sewage collection	4.0
Protective Services	Fire and safety education to children and adults	4.0
Streets And Utilities	Street name signage	3.9
Parks And Recreation	Beautifying Maple Ridge (plants, flowers and landscaping)	3.9
Parks And Recreation	Indoor recreational facilities (gymnasiums and swimming pools)	3.9
Parks And Recreation	Cultural facilities (theatres, museums and libraries)	3.9
Protective Services	Zero tolerance approach to impaired driving	3.9
Protective Services	Regular fire inspections of public buildings and apartments	3.9

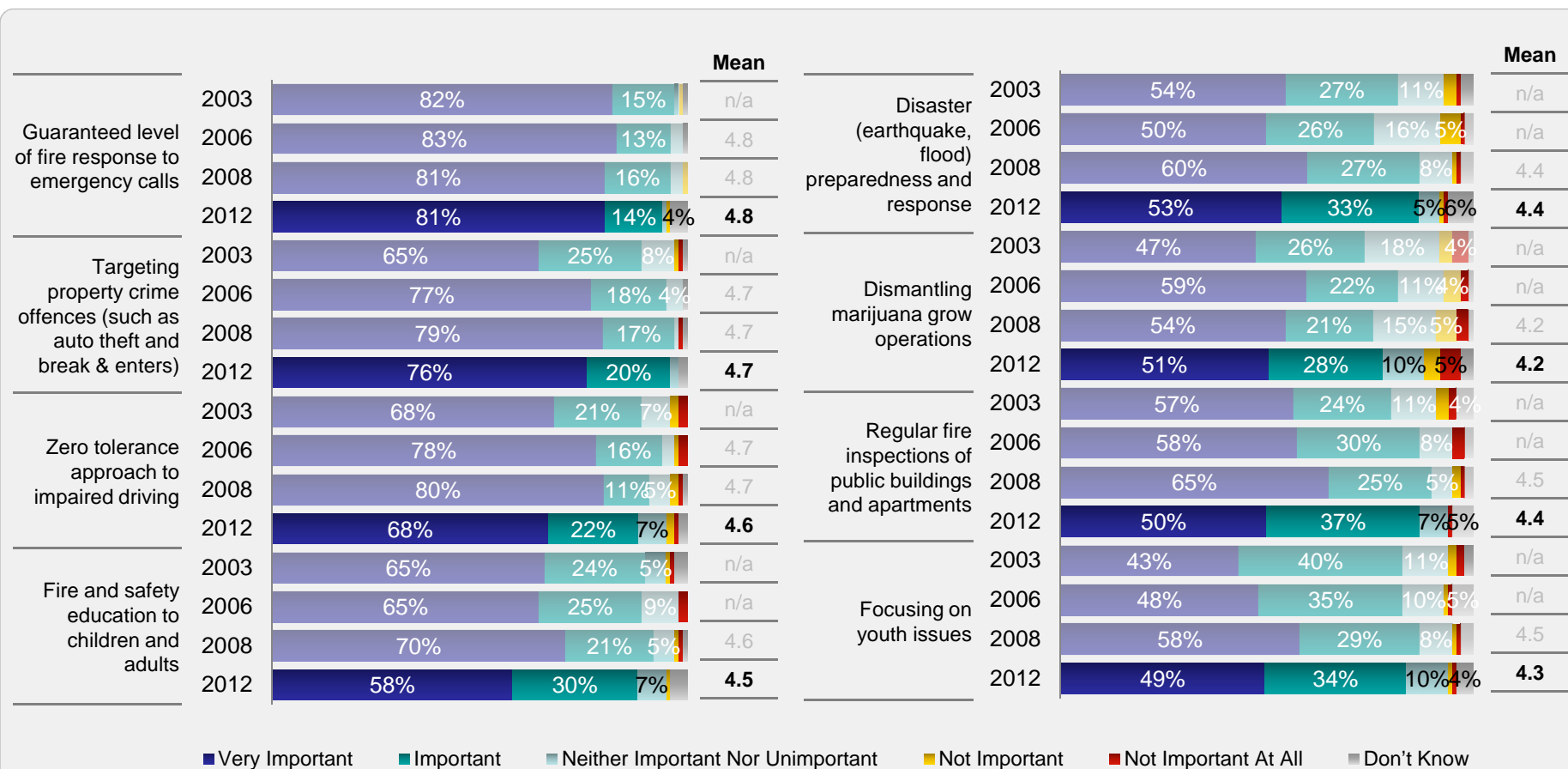
- The services that Maple Ridge residents are most satisfied with are unchanged from 2008. Residents continue to be particularly satisfied with the District's performance on providing safe drinking water, the recycling depot, curb-side recycling and having a guaranteed level of fire response to emergency calls. All four of these service areas are also among the most *important* services provided, hence, high satisfaction in these areas bodes well for the District.
- Of particular note is the continuing importance *and* satisfaction with the provision of safe drinking water (it is the top-rated service for importance and satisfaction this year and was in 2008 as well).
- Four service areas that currently make the list (but did not in 2008) include beautifying Maple Ridge, indoor recreational facilities, having a zero tolerance approach to impaired driving and regular fire inspections of public buildings and apartments.

Service Priorities Least Satisfied With

Bottom Service Priorities Based On Mean Satisfaction Rating		
Category	Service	2012
Economic Development	Attracting new businesses to the District	2.6
Neighbours And Neighbourhoods	Regulating secondary suites	2.9
Protective Services	Targeting property crime offences (such as auto theft and break & enters)	3.1
Economic Development	Promoting tourism	3.1
Budget And Taxes	Involving citizens in the development of annual business plans and budgets	3.1
Streets And Utilities	Smooth traffic flow so that it is easy to get around Maple Ridge	3.2
Protective Services	Dismantling marijuana grow operations	3.2
Neighbours And Neighbourhoods	Responding to property complaints (noise or unsightly premises)	3.2
Budget And Taxes	Preparing and publishing financial documents (annual budget, 5 year plan, etc.)	3.2
Neighbours And Neighbourhoods	Assisting neighbours to resolve disputes (such as location of fences or sheds, trees infringing on adjacent property)	3.2

- Consistent with 2008, residents continue to be the least satisfied with the District's performance on attracting new businesses to the District, while in terms of importance, 89% think this is an important service priority. Regulating secondary suites also garners low satisfaction, but is also ranked as low importance.
- Two service priorities – having smooth traffic flow so that it is easy to get around Maple Ridge and targeting property crime offences - are two of the 11 most important service priorities among residents, yet are in the bottom 10 in terms of satisfaction.
- Overall, the current bottom service priorities are almost identical to 2008, with only one exception – assisting neighbours to resolve disputes (it was *not* one of the lowest rated services in 2008). Current low-rated service areas tend to span across most of the service categories.

Protective Services Importance Rating

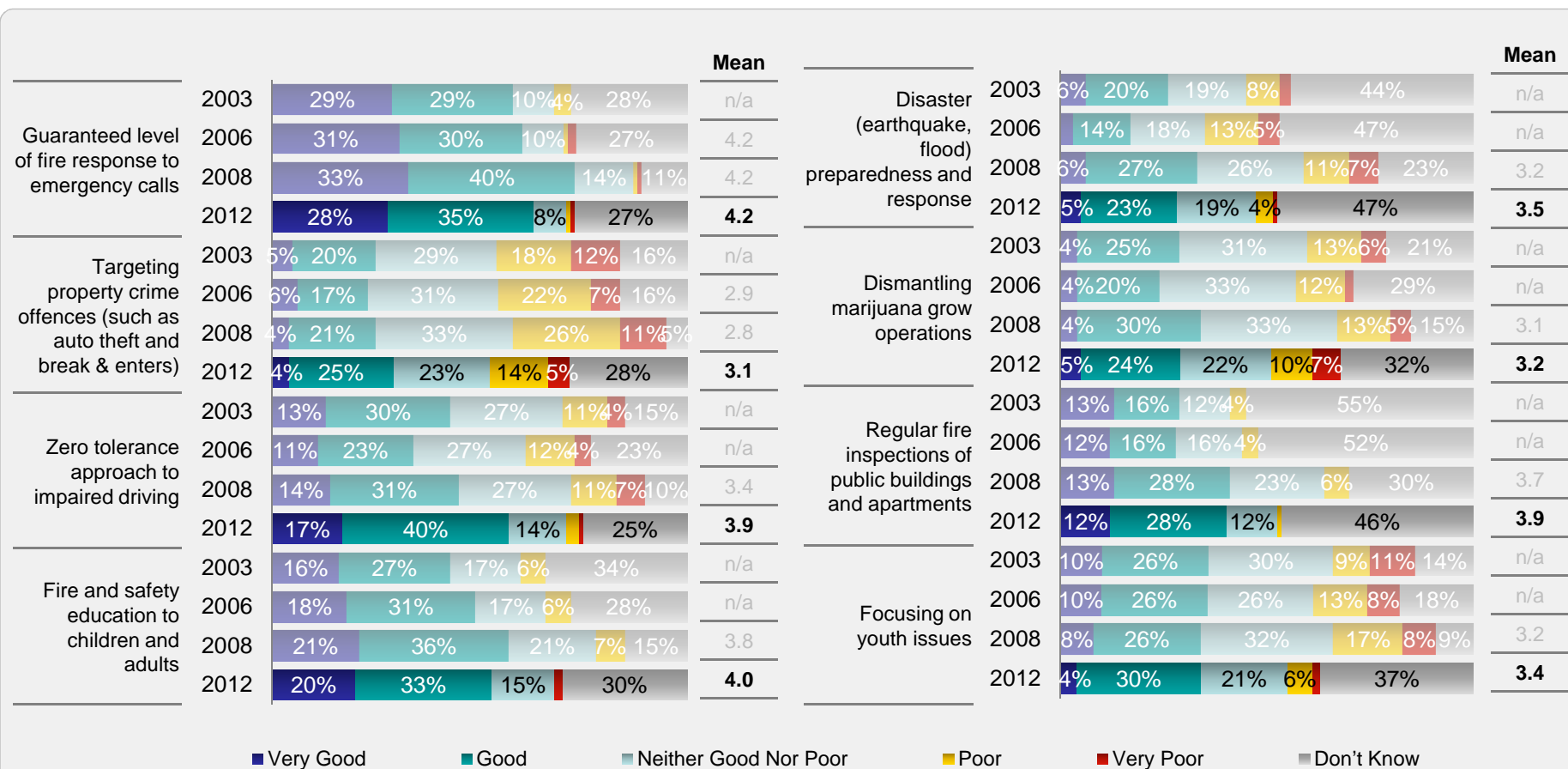


Base: Total residents responding 2003 (n=408), 2006 (n=400), 2008 (n=400), 2012 (n=713-736)

Note: The smaller scores are estimates from the 2008 report as data tables for 2003, 2006 and 2008 were unavailable.

QT1. The following is a list of services that the District currently provides. First, please rate **how important each service is to you**, using a scale of 1 to 5, where 1 is not at all important, 2 is not important, 3 is neither unimportant nor important, 4 is important and 5 is very important.

Protective Services Satisfaction Rating



Base: Total residents responding 2003 (n=408), 2006 (n=400), 2008 (n=400), 2012 (n=713-736)

Note: The smaller scores are estimates from the 2008 report as data tables for 2003, 2006 and 2008 were unavailable.

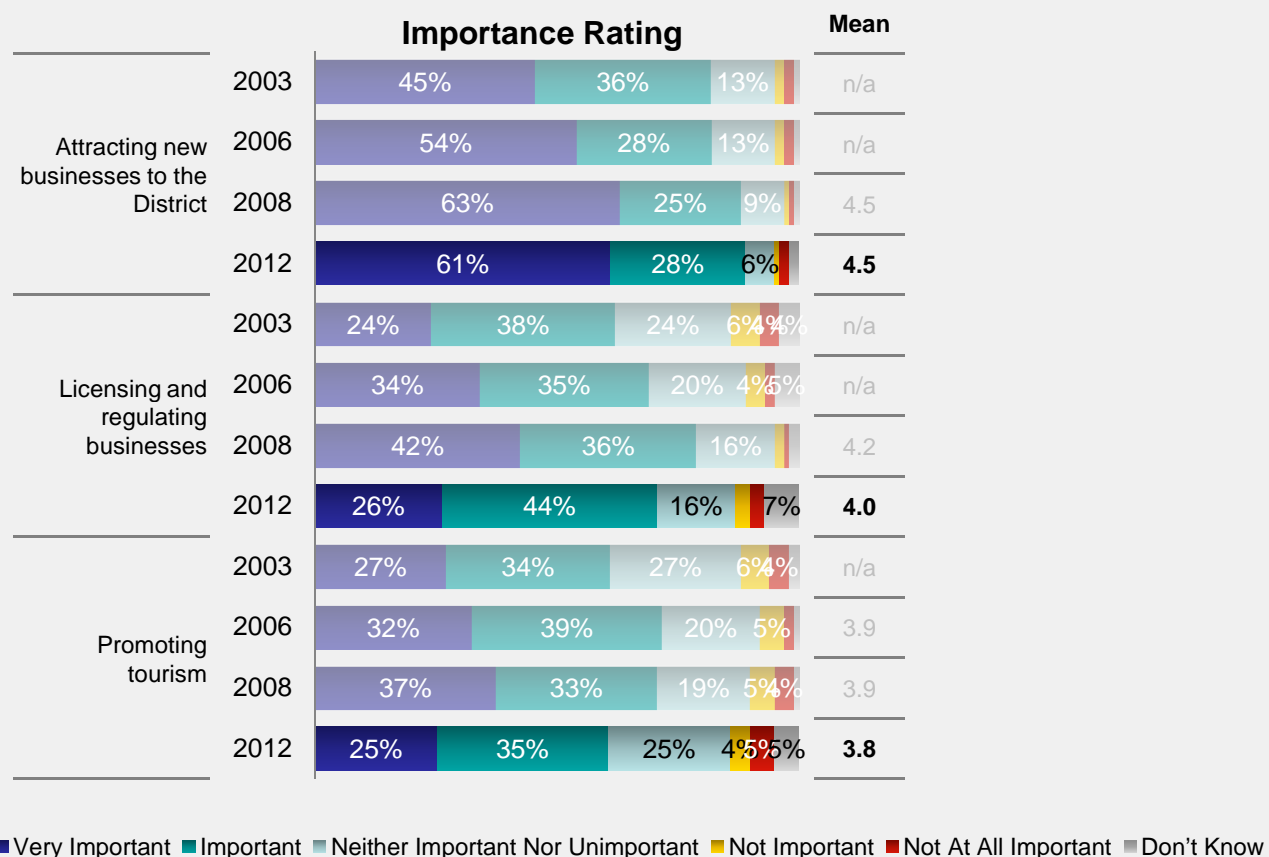
QT2. Next, rate the current level of service that the District provides for each. Use a scale of 1 to 5 where 1 is very poor, 2 is poor, 3 is neither poor nor good, 4 is good and 5 is very good.



Protective Services Importance And Satisfaction Ratings

- Maple Ridge residents place a high level of importance on service priorities that fall into the category of Protective Services. Whether it is inherent to the category itself (e.g. Is there anything that residents would not think is important when it comes to Protective Services?) or simply a true need in the community, residents give average ratings of 4.2 or higher out of 5 to all service priorities in this category.
- Comparatively, average satisfaction ratings for the same service priorities range from 3.1 to 4.2 out of 5. Hence, satisfaction tends to be below importance for some service areas.
- The top priority in this service category is targeting property crime. It is one of the most important service priorities (it ranks in the top 11 with an importance rating of 4.7 out of 5) and currently has satisfaction rating of 3.1 out of 5.
- Two service priorities – having a guaranteed level of fire response to emergency calls and having a zero tolerance approach to impaired driving – are considered highly important and score fairly well on satisfaction.
- Fire safety and education to children and adults and conducting regular fire inspections of public buildings and apartments, while considered important (earning importance average ratings of 4.5 and 4.4 out of 5, respectively) tend to earn satisfaction ratings that are relatively higher than several other priorities in this category (4.0 and 3.9 out of 5, respectively). Hence, while the District has room to improve its performance, efforts need to be balanced against the relative priority accorded by residents.
- Three service areas – disaster preparedness, focusing on youth issues and dismantling marijuana grow-ops are of low importance and low satisfaction. Again, all services in this category are considered important, however, these three are relatively of less importance than the other five previously discussed.

Economic Development Importance Rating

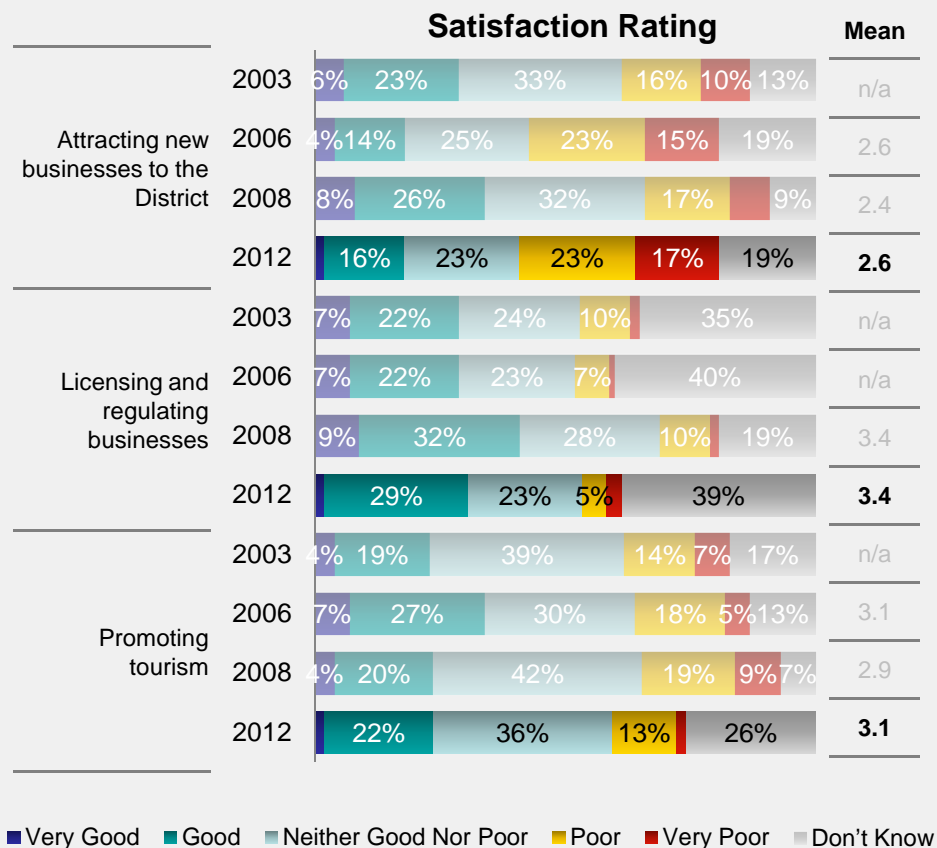


Base: Total residents responding 2003 (n=408), 2006 (n=400), 2008 (n=400), 2012 (n=716-736)

Note: The smaller scores are estimates from the 2008 report as data tables for 2003, 2006 and 2008 were unavailable.

QT1. The following is a list of services that the District currently provides. First, please rate **how important each service is to you**, using a scale of 1 to 5, where 1 is not at all important, 2 is not important, 3 is neither unimportant nor important, 4 is important and 5 is very important.

Economic Development Satisfaction Rating



Base: Total residents responding 2003 (n=408), 2006 (n=400), 2008 (n=400), 2012 (n=716-736)

Note: The smaller scores are estimates from the 2008 report as data tables for 2003, 2006 and 2008 were unavailable.

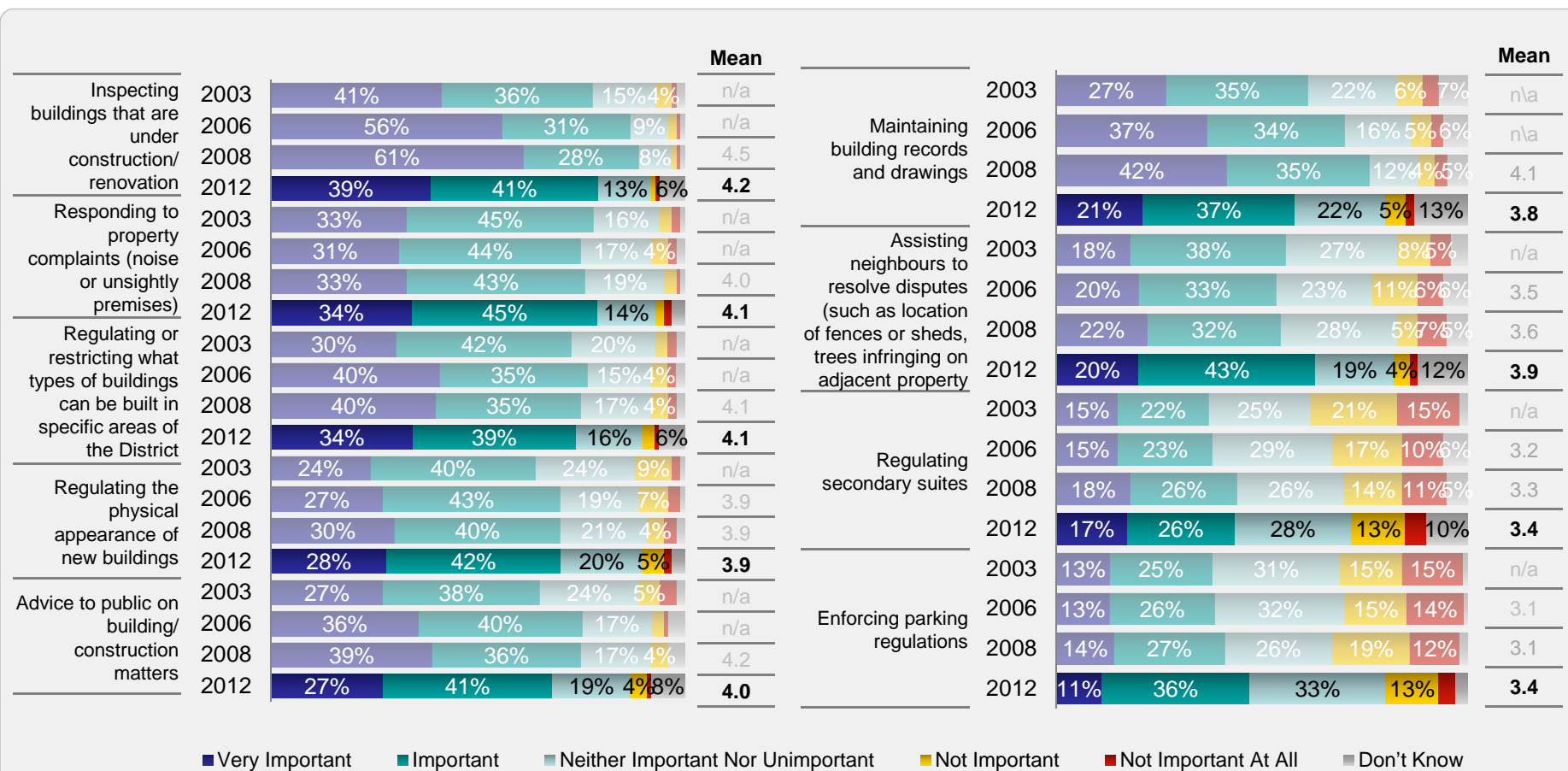
QT2. Next, **rate the current level of service that the District provides** for each. Use a scale of 1 to 5 where 1 is very poor, 2 is poor, 3 is neither poor nor good, 4 is good and 5 is very good.



Economic Development Importance And Satisfaction Ratings

- Of the three service areas that make up the Economic Development category, attracting new businesses is considered to be the most important, yet it earns the lowest satisfaction score of the three and across all 41 service priorities presented to residents.
- Two of the three service areas in this category make the list for the least important service priorities overall. Promoting tourism and licensing and regulating business are of relatively less importance to residents in relation to the various other service areas the District is responsible for, meanwhile the District's performance in these areas averages at 3.1 and 3.4 out of 5, respectively.

Neighbours And Neighbourhoods Importance Rating

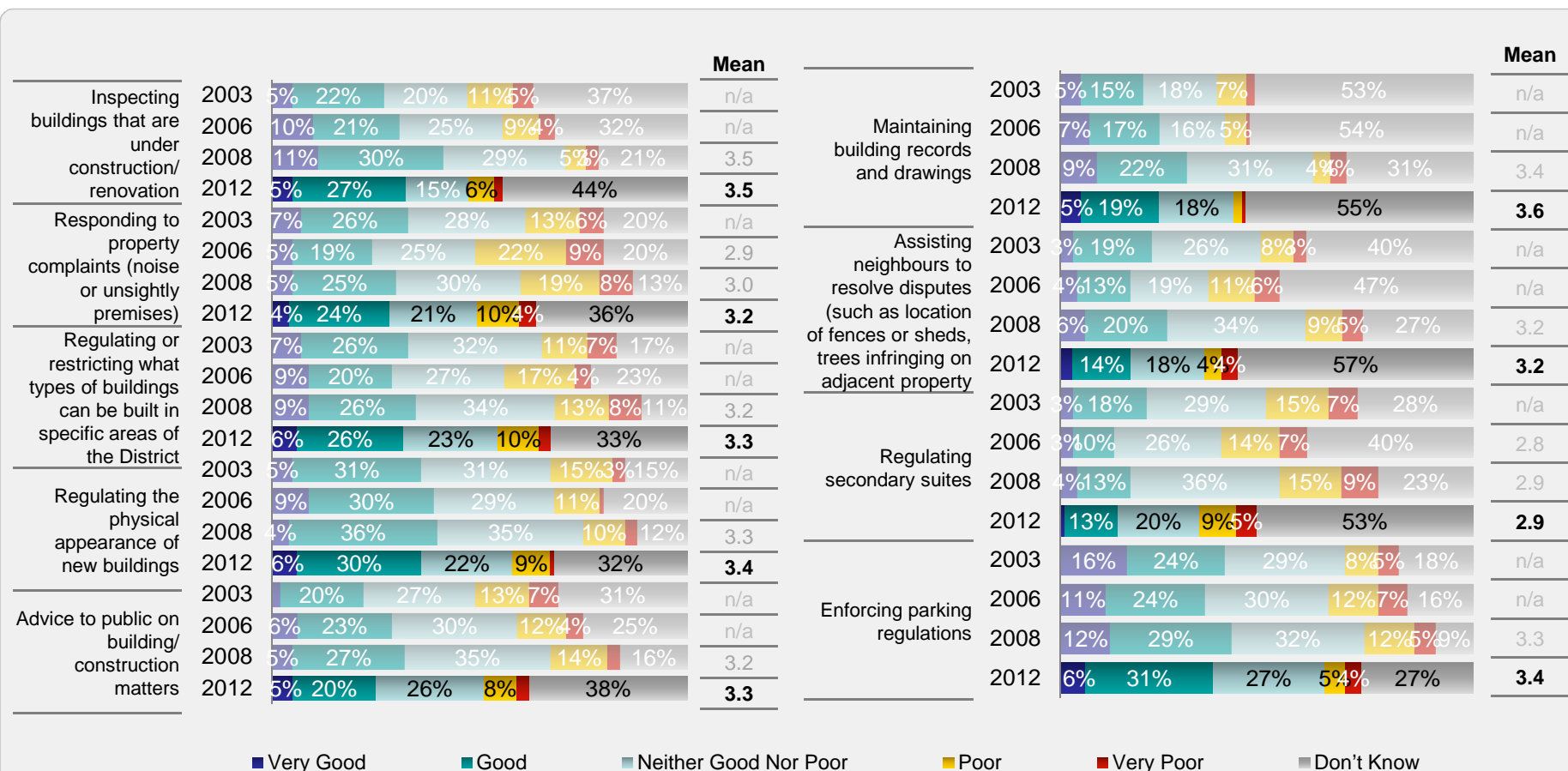


Base: Total residents responding 2003 (n=408), 2006 (n=400), 2008 (n=400), 2012 (n=714-736)

Note: The smaller scores are estimates from the 2008 report as data tables for 2003, 2006 and 2008 were unavailable.

QT1. The following is a list of services that the District currently provides. First, please rate **how important each service is to you**, using a scale of 1 to 5, where 1 is not at all important, 2 is not important, 3 is neither unimportant nor important, 4 is important and 5 is very important.

Neighbours And Neighbourhoods Satisfaction Rating



Base: Total residents responding 2003 (n=408), 2006 (n=400), 2008 (n=400), 2012 (n=714-736)

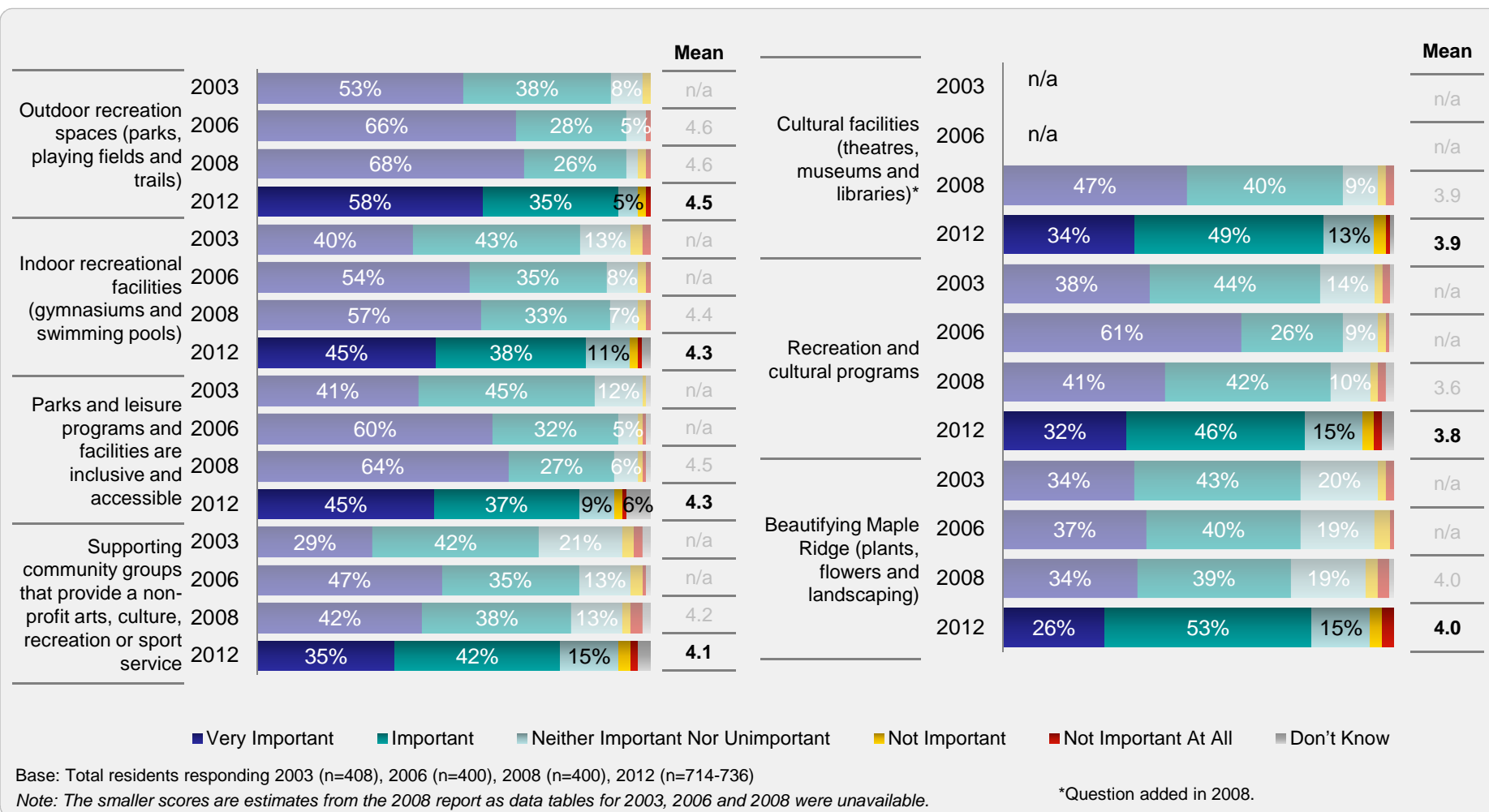
Note: The smaller scores are estimates from the 2008 report as data tables for 2003, 2006 and 2008 were unavailable.

QT2. Next, rate the current level of service that the District provides for each. Use a scale of 1 to 5 where 1 is very poor, 2 is poor, 3 is neither poor nor good, 4 is good and 5 is very good.

Neighbours And Neighbourhoods Importance And Satisfaction Ratings

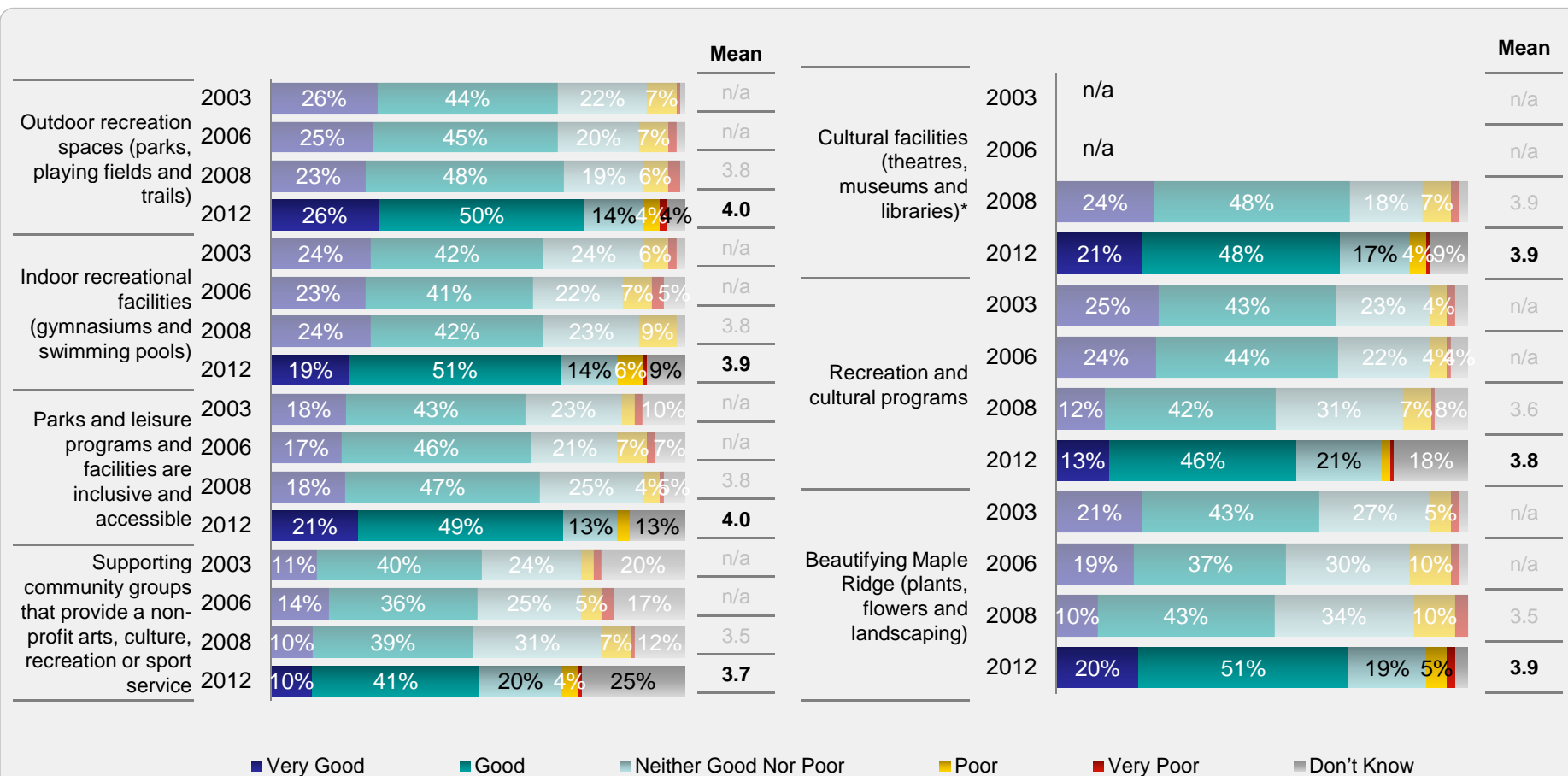
- The category of Neighbours and Neighbourhoods has six of the nine least important service areas in the District and three of the areas that have the lowest satisfaction overall. While this might seem at odds with the pride residents express about the character of their community, the people, etc., it needs to be recognized that this category is being rated relative to several essential categories/services (e.g. safe drinking water, guaranteed level of fire response, protecting streams, rivers and other environmentally sensitive areas).
- Of the nine areas that comprise this category, responding to property complaints and assisting neighbours to resolve disputes have above-average category importance but below-average category satisfaction.
- Relative to other services *in this category*, inspecting buildings that are under construction/renovation, responding to property complaints and regulating or restricting what types of buildings can be built in specific areas of the District are the most important to residents. While satisfaction with the District's performance is rated as 3.2 to 3.5, it still falls short of the importance accorded to these areas. Of the three, responding to property complaints has the widest disconnect between importance and satisfaction.
- Providing advice to the public on building/construction matters, regulating the physical appearance of new buildings and assisting neighbours to resolve disputes are also considered to be relatively important within this category.
- Maintaining building records, enforcing parking regulations and regulating secondary suites are areas where satisfaction with the District's efforts are at or almost at par with importance.

Parks And Recreation Importance Rating



QT1. The following is a list of services that the District currently provides. First, please rate **how important each service is to you**, using a scale of 1 to 5, where 1 is not at all important, 2 is not important, 3 is neither unimportant nor important, 4 is important and 5 is very important.

Parks And Recreation Satisfaction Rating



Base: Total residents responding 2003 (n=408), 2006 (n=400), 2008 (n=400), 2012 (n=714-736)

Note: The smaller scores are estimates from the 2008 report as data tables for 2003, 2006 and 2008 were unavailable.

*Question added in 2008.

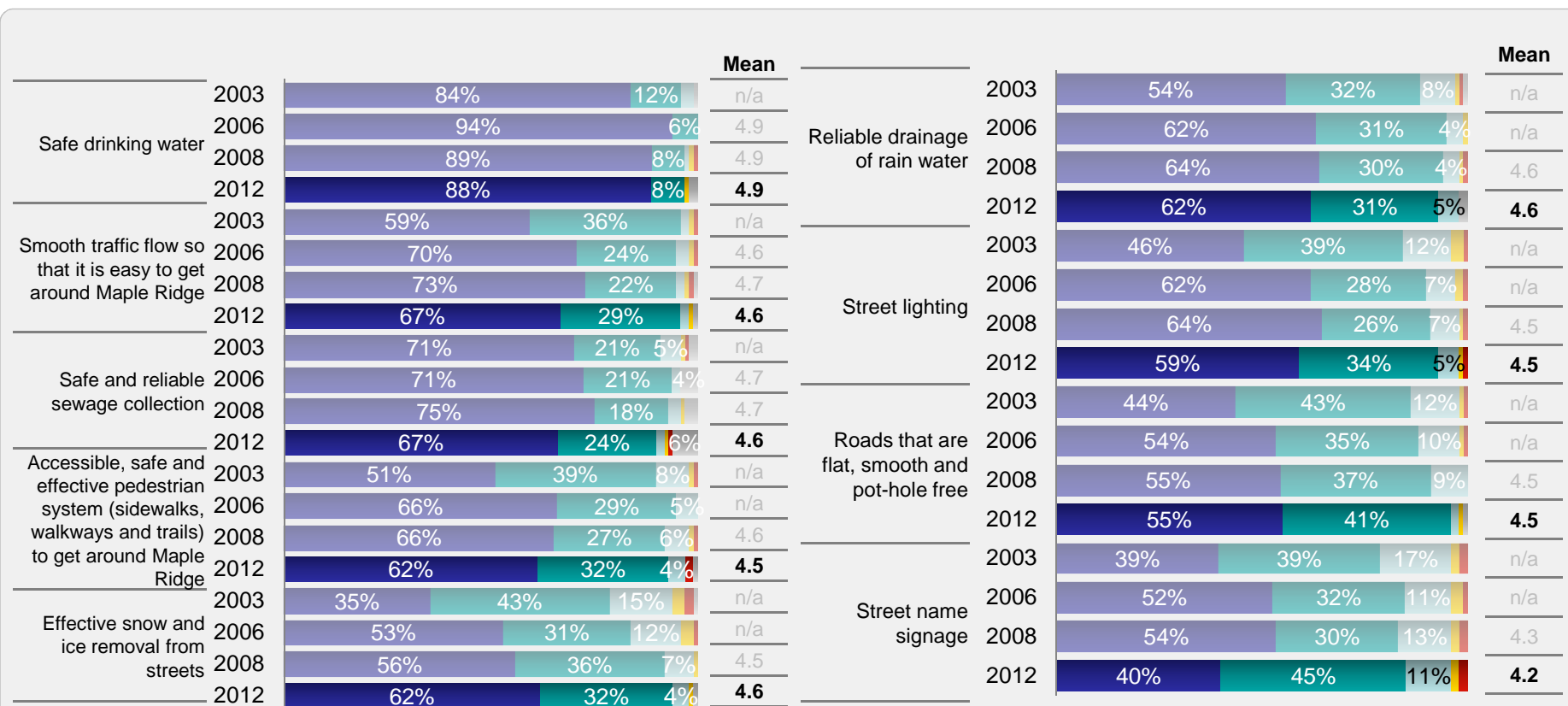
QT2. Next, **rate the current level of service that the District provides** for each. Use a scale of 1 to 5 where 1 is very poor, 2 is poor, 3 is neither poor nor good, 4 is good and 5 is very good.



Parks And Recreation Importance And Satisfaction Ratings

- Some of the highest satisfaction ratings awarded to District services fall in the Parks and Recreation category. Having outdoor recreation spaces, parks and leisure programs and facilities being inclusive and accessible, beautifying Maple Ridge, having indoor recreational facilities and cultural facilities all make the list of the service areas residents are most satisfied with.
- Of the seven service areas that comprise this category, residents place the highest importance *and* satisfaction on outdoor recreation spaces and parks and leisure programs and facilities being inclusive and accessible. Residents think having indoor recreational facilities is important, yet they give average satisfaction ratings for the service.
- Also earning average satisfaction ratings for the category are cultural facilities and beautifying Maple Ridge. Both of these areas, especially the latter, are of relatively lesser importance to residents.
- Both supporting community groups and recreational and cultural programs are of low importance and low satisfaction in this category.

Streets And Utilities Importance Rating



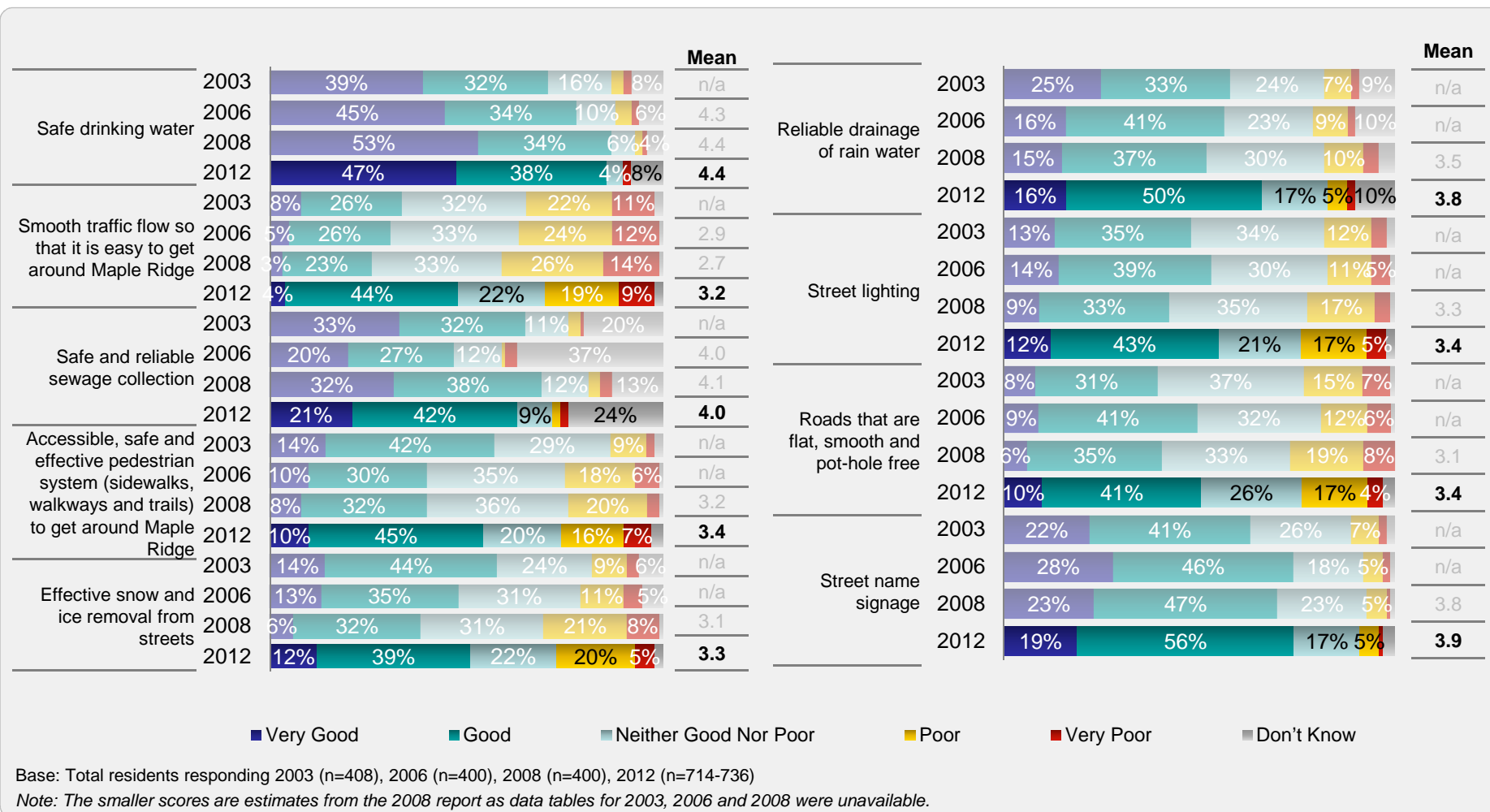
■ Very Important ■ Important ■ Neither Important Nor Unimportant ■ Not Important ■ Not Important At All ■ Don't Know

Base: Total residents responding 2003 (n=408), 2006 (n=400), 2008 (n=400), 2012 (n=714-736)

Note: The smaller scores are estimates from the 2008 report as data tables for 2003, 2006 and 2008 were unavailable.

QT1. The following is a list of services that the District currently provides. First, please rate **how important each service is to you**, using a scale of 1 to 5, where 1 is not at all important, 2 is not important, 3 is neither unimportant nor important, 4 is important and 5 is very important.

Streets And Utilities Satisfaction Rating



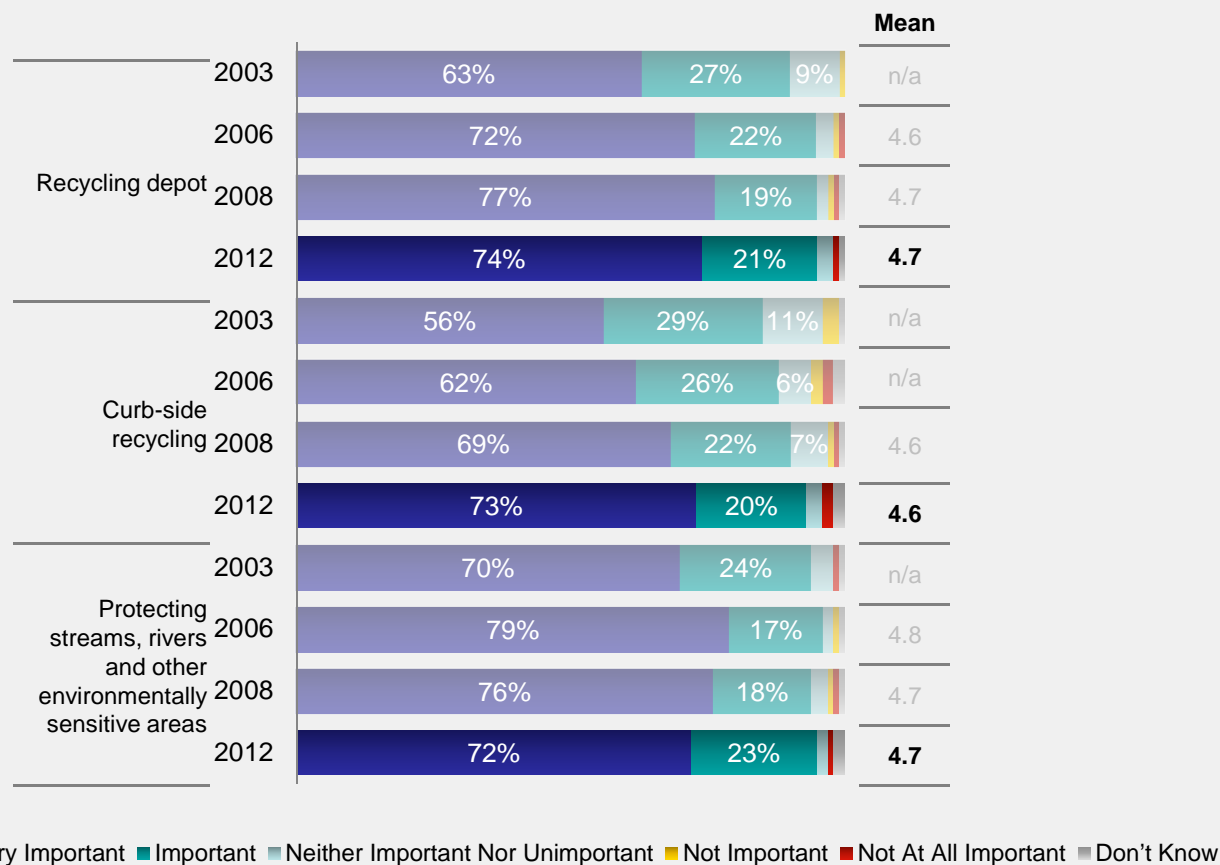
QT2. Next, **rate the current level of service that the District provides** for each. Use a scale of 1 to 5 where 1 is very poor, 2 is poor, 3 is neither poor nor good, 4 is good and 5 is very good.



Streets And Utilities Importance And Satisfaction Ratings

- The category of Streets and Utilities has some of the most highly important service priorities for Maple Ridge residents. Unchanged from past waves of this studies, having safe drinking water is considered to be *the* most important service *and* is the service residents are most satisfied with. Residents also place high importance on having smooth traffic flow, effective snow and ice removal from streets, reliable drainage of rain water and safe and reliable sewage collection.
- While District performance on the latter two service areas (rainwater drainage and sewer) is above the category average, traffic flow and snow/ice removal satisfaction is below average.
- While street signage in the District is not ranked highly in importance service area in this category, it earns above-average performance ratings.
- Relative to other priorities in this category, ensuring roads are flat, smooth and pothole free, street lighting and having an accessible, safe and effective pedestrian system to get around Maple Ridge are of lower importance and satisfaction. However, in terms of satisfaction only, smooth traffic flow and effective snow/ice removal garner the lowest ratings.

Environmental Services Importance Rating

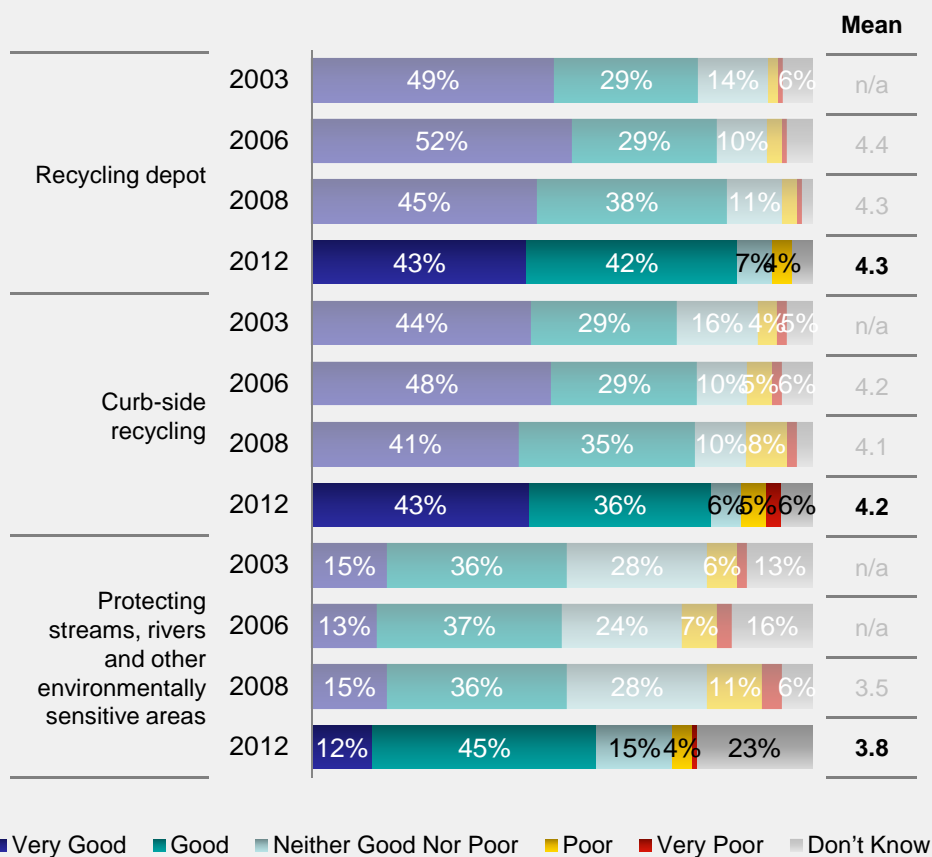


Base: Total residents responding 2003 (n=408), 2006 (n=400), 2008 (n=400), 2012 (n=716-736)

Note: The smaller scores are estimates from the 2008 report as data tables for 2003, 2006 and 2008 were unavailable.

QT1. The following is a list of services that the District currently provides. First, please rate **how important each service is to you**, using a scale of 1 to 5, where 1 is not at all important, 2 is not important, 3 is neither unimportant nor important, 4 is important and 5 is very important.

Environmental Services Satisfaction Rating



Base: Total residents responding 2003 (n=408), 2006 (n=400), 2008 (n=400), 2012 (n=716-736)

Note: The smaller scores are estimates from the 2008 report as data tables for 2003, 2006 and 2008 were unavailable.

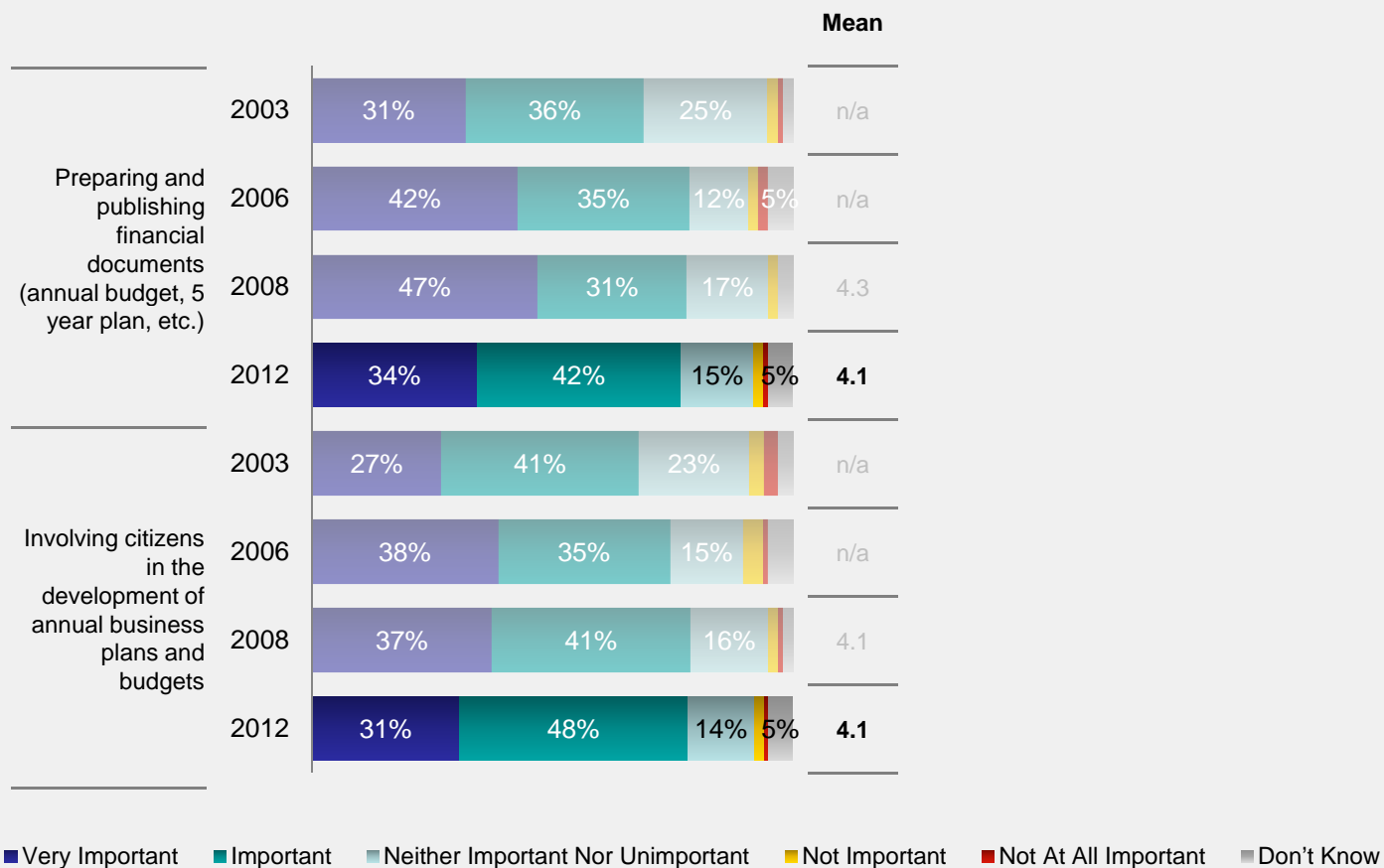
QT2. Next, **rate the current level of service that the District provides** for each. Use a scale of 1 to 5 where 1 is very poor, 2 is poor, 3 is neither poor nor good, 4 is good and 5 is very good.



Environmental Services Importance And Satisfaction Ratings

- Environmental Services are generally of high importance to Maple Ridge residents. All three of the service areas that make-up this category make the top-11 list of services overall. Similar to Protective Services, this category has an inherent importance that is reflected in the average importance scores (4.7 out of 5 for protecting streams, rivers and other environmentally sensitive areas, 4.7 for the recycling depot and 4.6 for curbside recycling).
- District performance is rated positively for both the recycling depot and curbside recycling (4.3 and 4.2 average ratings of out 5, respectively). When it comes to protecting streams, rivers and other sensitive areas, District performance is below-average for the category.

Budget And Taxes Importance Rating

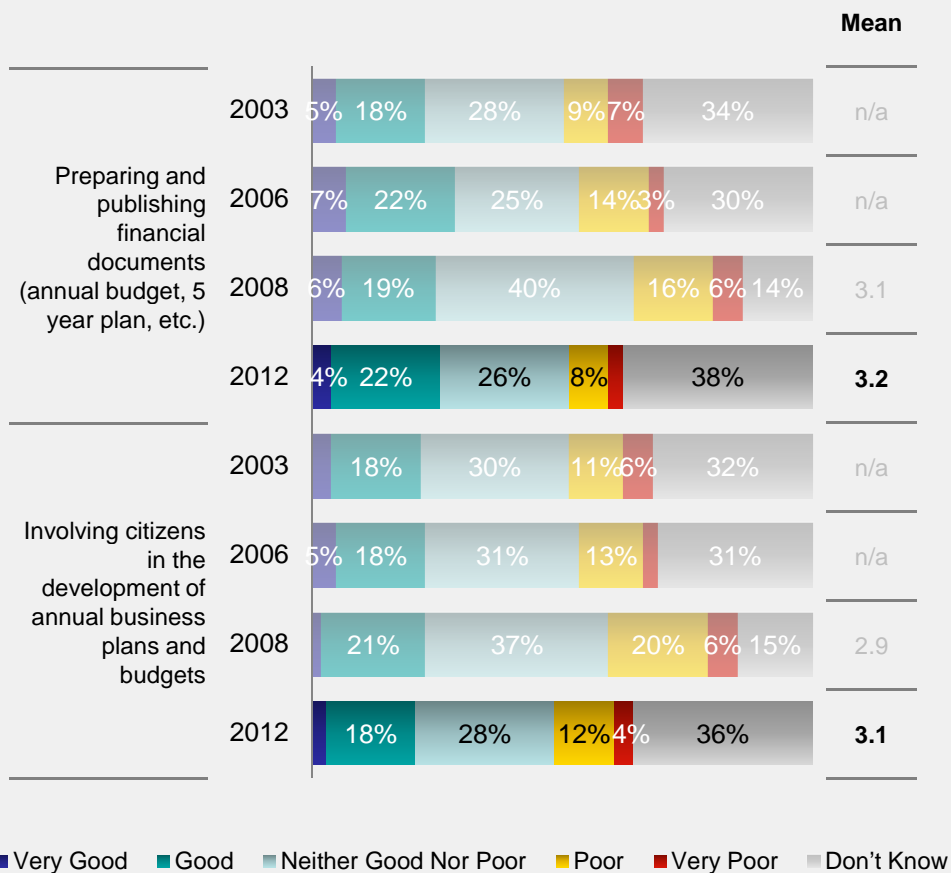


Base: Total residents responding 2003 (n=408), 2006 (n=400), 2008 (n=400), 2012 (n=715-736)

Note: The smaller scores are estimates from the 2008 report as data tables for 2003, 2006 and 2008 were unavailable.

QT1. The following is a list of services that the District currently provides. First, please rate **how important each service is to you**, using a scale of 1 to 5, where 1 is not at all important, 2 is not important, 3 is neither unimportant nor important, 4 is important and 5 is very important.

Budget And Taxes Satisfaction Rating



Base: Total residents responding 2003 (n=408), 2006 (n=400), 2008 (n=400), 2012 (n=715-736)

Note: The smaller scores are estimates from the 2008 report as data tables for 2003, 2006 and 2008 were unavailable.

QT2. Next, **rate the current level of service that the District provides** for each. Use a scale of 1 to 5 where 1 is very poor, 2 is poor, 3 is neither poor nor good, 4 is good and 5 is very good.



Budget And Taxes Importance And Satisfaction Ratings

- Both Budget and Taxes service areas earn some of the lowest satisfaction scores among the 41 areas evaluated. In terms of importance, involving citizens in the development of annual business plans and budgets and preparing and publishing financial documents earn identical scores (average of 4.1 out of 5). Further, District performance scores for both these service areas are highly similar (3.1 and 3.2 out of 5, respectively).
- As noted earlier, given that a considerable proportion of residents (36% to 38%) are unable to assess the District's performance in these areas, it would follow that the District's focus needs to just as much on communication of its Budget and Taxes efforts/actions as on the efforts themselves.

Additional Services That Should Be Provided By Local Government That Are Currently Not Provided

	Total 2003	Total 2006	Total 2008*	Total 2012
Base: Total residents responding Major Mentions Only	408 %	400 %	199 %	613 %
% suggesting a service	30	32	52	66
Garbage collection	n/a	n/a	31	41
Green waste/composting	n/a	n/a	n/a	14
Better/ local/ public transit service	n/a	n/a	6	6
Better/ more/ local shopping opportunities	n/a	n/a	12	5
Recycling	n/a	n/a	n/a	4
More/ better community/ recreation facility centre	n/a	n/a	5	3
Education	n/a	n/a	n/a	3
Snow removal	n/a	n/a	n/a	3
More services for the homeless/ poor people	n/a	n/a	10	2
Cross walks	n/a	n/a	n/a	2
Water supply	n/a	n/a	n/a	2
Bylaw enforcement	n/a	n/a	n/a	2
Proper lighting/ street light	n/a	n/a	4	2
More/ local/ upgraded sewer service	n/a	n/a	4	2

*2008 services percentaged among those making a suggestion, comparable data not available.

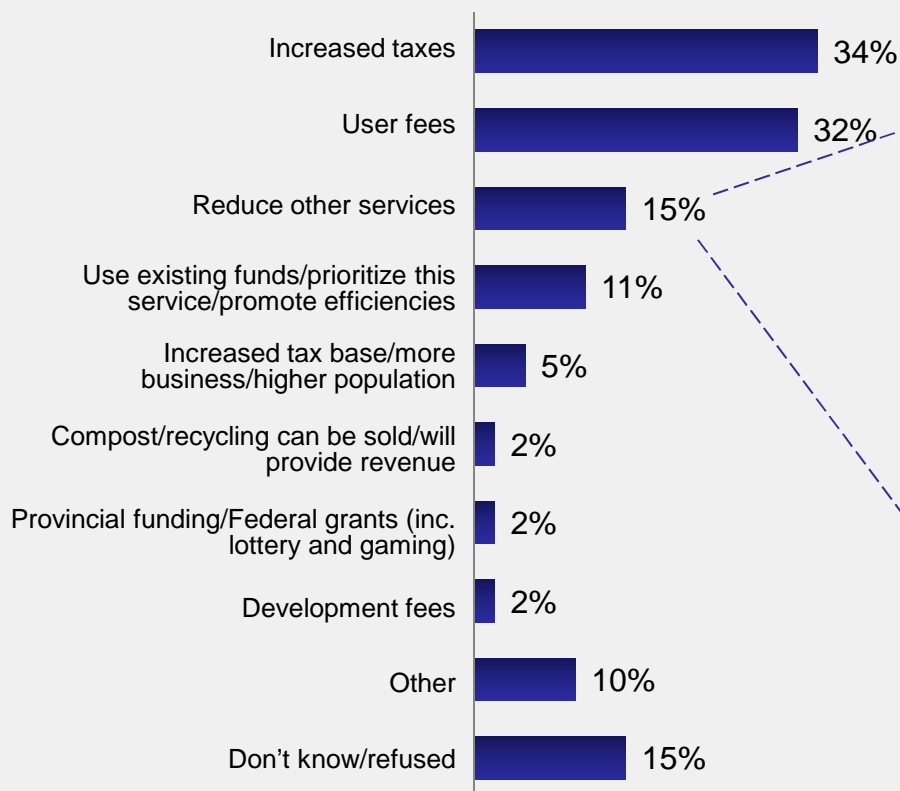
Q3. What other services, if any, that the District does not currently provide, do you think should be provided by your local government?



Additional Services That Should Be Provided By Local Government That Are Currently Not Provided

- When it comes to additional services residents would like the District to provide, garbage collection clearly tops the list. 41% of residents spontaneously mention it, with residents under 45 years of age being particularly likely to ask for it.
- The next most commonly mentioned service is green waste/composting (mentioned by 14%), public transit (6%) and more shopping (5%). Regionally, those living in the V4R FSA are the most apt to ask for green waste/composting. Those living in FSAs V2W and V4R are more than twice as likely as those living in V2X to mention public transit.
- (Please see the methodology for a map of Maple Ridge showing the boundaries of the FSAs).

Suggested Ways Of Funding Additional Services*



Services the District Should Reduce*

	2012
Base: Residents who would fund the services by reducing other services	55
	%
Street cleaning/maintenance	11
Fire department	10
Beautification/flowers/landscaping	8
Cultural events/multi-culturalism	6
Arts	5
Policing	4
Parks/trails	3
Permits/licenses/inspections	3
Traffic control/calming	2
Planning	2
Animal control	2
Other	24

Base: Those residents responding 2012 (n=413)
 *Question added in 2012

Q3c. How would you fund these service(s)?

Q3d. Which services should be reduced?



Suggested Way Of Funding Additional Services

- Increased taxes or user fees are suggested equally by Maple Ridge residents as ways of funding the services they would like the District to start providing. Another 15% suggest reducing other services to pay for the additional services while 11% think that existing funds or prioritizing funds should cover the costs. Another 15% admit to not being sure how the District should fund additional services.
- The 15% of residents who suggest reducing other services offer a variety of ideas, but no one service is mentioned by more than 11% of this small group of residents.

Services Which The District Should Increase/ Enhance

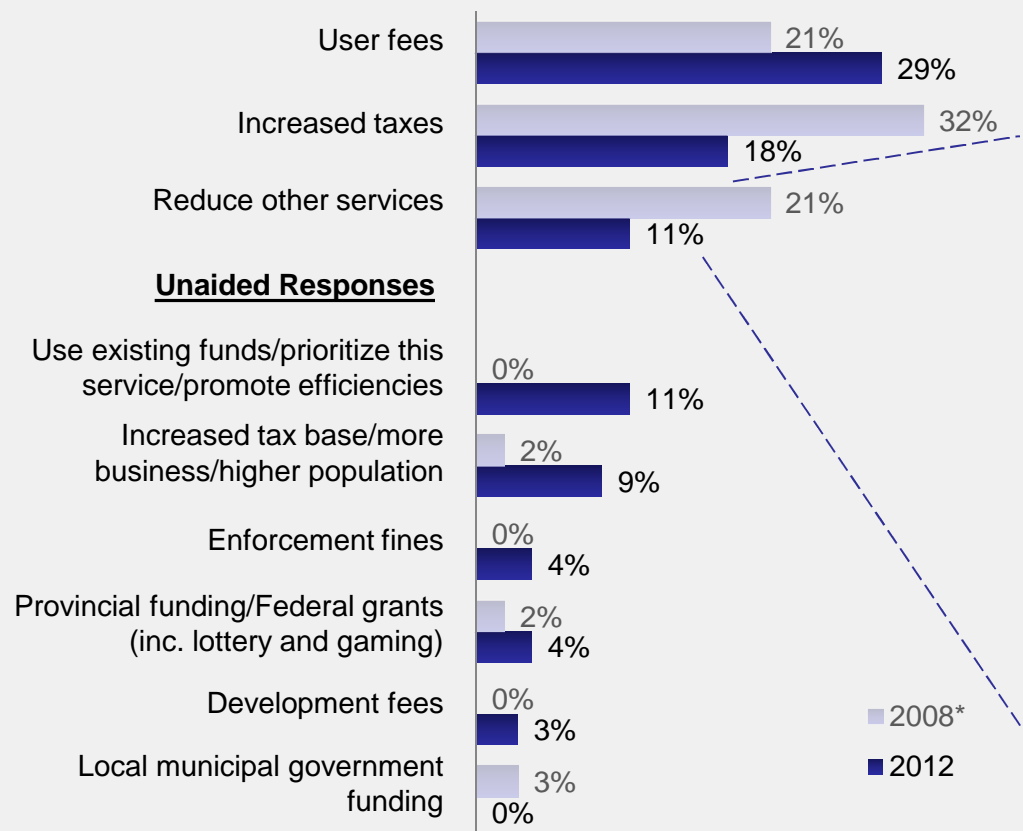
	Total 2003	Total 2006	Total 2008*	Total 2012
Base: Total residents responding Major Mentions Only	408 %	400 %	400 %	537 %
% suggesting a service	45	48	52	53
Better/ local/ public transit service	n/a	n/a	13	7
Better/ more shopping opportunities	n/a	n/a	9	6
Business development	n/a	n/a	n/a	6
More community services/ recreation facilities/ programs	n/a	n/a	4	5
More policing/ police services	n/a	n/a	13	5
Better/ faster snow/ ice removal	n/a	n/a	5	5
More parks/ trails	n/a	n/a	4	4
Street lighting	n/a	n/a	n/a	4
More family/ youth/ children's services	n/a	n/a	12	4
Services for homeless/poor	n/a	n/a	n/a	3
Traffic flow/ road expansion	n/a	n/a	n/a	3
Street cleaning/ maintenance	n/a	n/a	n/a	3
Sidewalk construction/maintenance	n/a	n/a	n/a	3
More recycling service	n/a	n/a	6	2

*2008 services percentaged among those making a suggestion

- Among the 53% of residents that had a suggestion for services that the District of Maple Ridge should increase, no one service is mentioned by more than 7% of residents. Public transit, increased shopping, business development, recreation facilities/programs, snow removal and policing all earn mentions from at least 5% of residents, but clearly they span a wide variety of service categories.

Q4. What other services, if any, should the District provide more of?

Suggested Ways Of Funding Enhanced Levels Of Service



Base: Those responding 2012 (n=288)

*2008 responses among those who think the District should provide more services(n=280)

Services the District Should Reduce*		
Base: Residents who would fund the enhances service level of service by reducing other services Major Mentions Only	2008	2012
	52	29+
	%	%
Property development	-	8
Arts	12	8
Parks/trails and recreation	10	4
Beautification/flowers/landscaping	-	4
Recycling	-	4
Cultural events/multi-culturalism	-	4
Services for the homeless/poor	-	4
Fire department	-	4
Increase tourism	-	4
Street cleaning/maintenance	-	4
Public transit	-	3
Snow removal	-	3
General City Hall	9	-
Reduced spending	7	-
Reduced salaries	5	-

*Caution: Small base size

Q5a. How would you fund this enhanced level of service(s)?

Q5b. Which services should be reduced?



Suggested Ways Of Funding Enhanced Level Of Service

- For services that residents would like the District to increase, the preference is to fund these enhancements via user fees and to a lesser extent through increased taxes. Reducing other services to fund enhancements is an option only considered by one-in-ten.
- The small number advocating a reduction in services to fund enhancements most often mention reducing property development and arts.

Services Which Should Be Stopped

	Total <u>2003*</u>	Total <u>2006*</u>	Total <u>2008*</u>	Total <u>2012</u>
Base: Total residents responding Major Mentions Only	408 %	400 %	400 %	491 %
% suggesting a service	6	7	8	13
Parks and recreation	n/a	6	7	4
Street/ sidewalk/ cross walk maintenance	n/a	-	-	3
General City Hall	n/a	3	4	2
Social (additional programs/ homeless shelters)	n/a	72	24	1
Traffic control/ traffic flow/ road expansion	n/a	-	-	1
Environmental (recycling)	n/a	16	2	-
Protective services	n/a	-	10	-

*2006 and 2008 services percentaged among those making a suggestion (2006 n=28) and (2008 n=29)
(2006 and 2008 base size extremely small, hence results should be viewed with caution)

- Overall, very few residents (13%) think the District should *stop* providing any particular services.

Q6. What other services, if any, that the District currently provides do you believe they should stop providing?

Services The District Currently Provides That It Should Decrease/Reduce

	Total <u>2003*</u>	Total <u>2006*</u>	Total <u>2008*</u>	Total <u>2012</u>
Base: Total residents responding Major Mentions Only	408 %	400 %	400 %	488 %
% suggesting a service	6	2	8	13
Beautification/ flowers/ landscaping	n/a	n/a	-	2
Arts	n/a	n/a	-	2
Recreation facilities/programs	n/a	n/a	8**	1
Bylaw enforcement	n/a	n/a	-	1
Fire Department	n/a	n/a	-	1
Bicycle lanes	n/a	n/a	-	1
Parks/ trails	n/a	n/a	8**	1
Library	n/a	n/a	-	1
Cultural events/ multi-culturalism	n/a	n/a	-	1

2008 services percentaged among those making a suggestion (n=27)
(2008 base size extremely small, hence results should be viewed with caution)

**2008 code wording: Parks and recreation

- Consistent with earlier findings, the majority of Maple Ridge residents also do not want the District to provide *less of* any services that they currently offer (only 13% make a suggestion for services that should be decreased/reduced).

Q7. What other services, if any, that the District currently provides do you believe they should provide less of?

Accessing District Services After Normal Business Hours

	Total 2003*	Total 2006*	Total 2008*	Total 2012
Base: Total residents responding	408 %	400 %	400 %	727 %
Yes	15	17	15	9
Licensing and permits	27	30	47	2
Bylaws	10	11	11	2
Taxes	18	22	16	1
Public works/water maintenance/snow	n/a	n/a	14	1
Other/miscellaneous	37	1	13	3
Information	8	2	49	-
No	86	82	84	82
Don't know	-	1	-	8

*2003, 2006, and 2008 services percentaged among those who had the need to access (2003 n=62), (2006 n=71), (2008 n=55)

- Generally consistent with past trends, the majority of Maple Ridge residents report that they have never had the need or desire to access services from Maple Ridge Municipal Hall and had been unable to do so because their call or visit was outside of regular business hours.
- The small number of residents (9%) who have encountered this situation note that they were trying access licensing and permits, bylaws or some other type of service.

Q8. Have you ever had the need or desire to access services from the Maple Ridge Municipal Hall and had been unable to obtain service because your call or visit was outside of regular business hours?

Preferred Channel For After Hours Services

	Total <u>2003</u>	Total <u>2006</u>	Total <u>2008</u>	Total <u>2012</u>
Base: Total residents responding	408 %	400 %	400 %	736 %
Through the internet	31	42	48	49
Over the telephone	39	42	41	32
In person visits to Municipal Hall	23	29	35	13
In person at another facility such as a library or leisure centre	5	16	21	12
Have no need to visit Municipal Hall outside normal business hours	19	4	2	30

- If the District were to make Municipal Hall services available outside of normal business hours, residents would most prefer to access them via the internet or telephone, which is in line with past trends. While preference for telephone access is equal across residents of all ages, internet access is mainly preferred by those under 55 years of age.
- However, 30% of residents say they have no need to visit Municipal Hall outside normal hours, this being particularly the case among residents 55 and over (47% saying they do not have the need to visit Municipal Hall outside normal hours).

Q9. If the District were to make Municipal Hall services available outside normal business hours, through what means would you prefer to access this service?

Resident Profile

	Total <u>2003</u>	Total <u>2006</u>	Total <u>2008</u>	Total <u>2012</u>
Base: Total residents responding	408 %	400 %	400 %	736 %
Gender				
Male	45	49	49	49
Female	55	51	52	51
Age				
18-34	n/a	29	25	27
35-54	n/a	45	45	43
55+	n/a	26	29	30
Prefer not to answer	n/a	-	1	-
Years Lived in Maple Ridge				
Less than one year	n/a	4	7	4
One to five years	n/a	24	4	18
Six to ten years	n/a	16	17	20
Eleven to twenty years	n/a	28	15	26
More than twenty years	n/a	27	57	32

Resident Profile

	Total 2003	Total 2006	Total 2008	Total 2012
Base: Total residents responding	408 %	400 %	400 %	736 %
Employment Status				
Employed for pay	69	64	52	54
Self-employed	n/a	n/a	14	12
Homemaker	7	6	7	9
Student	2	3	3	2
Retired	17	18	21	18
Unemployed	2	4	2	2
Prefer not to answer	n/a	n/a	n/a	3
Employment Location (Among those employed for pay/self employed)				453
Work in Maple Ridge	n/a	n/a	44	35
Work outside Maple Ridge	n/a	n/a	55	63
Sector Work In (Among those employed for pay/self employed)				453
Government	n/a	n/a	7	13
Retail	n/a	n/a	10	10
Manufacturing	n/a	n/a	8	9
Healthcare	n/a	n/a	10	9
Construction/trades	n/a	n/a	n/a	8
Education	n/a	n/a	7	7
Finance or banking	n/a	n/a	6	6
Transportation	n/a	n/a	n/a	6
Tourism or hospitality	n/a	n/a	2	3
Other business services	n/a	n/a	n/a	3
High-tech	n/a	n/a	5	2
Other	n/a	n/a	45	19
Prefer not to answer	n/a	n/a	n/a	5



Resident Profile

	Total 2003	Total 2006	Total 2008	Total 2012
Base: Among those employed for pay/self-employed who are working outside of Maple Ridge	n/a	n/a	129 %	276 %
Round-Trip Commute Time*				
1 to 29 minutes	n/a	n/a	16	7
30 to 59 minutes	n/a	n/a	39	19
60 to 89 minutes	n/a	n/a	27	23
90 to 119 minutes	n/a	n/a	13	19
2 to 3 hours	n/a	n/a	1	24
3 to 4 hours	n/a	n/a	1	8
Don't know	n/a	n/a	3	-
Average in minutes	n/a	n/a	n/a	88.0
Main Mode of Transportation			129	278
Car (self-drive)	n/a	n/a	89	80
Car (car share)	n/a	n/a	4	9
Bus	n/a	n/a	1	2
Cycle	n/a	n/a	n/a	-
West Coast Express*	n/a	n/a	n/a	8
Other	n/a	n/a	5	-
Prefer not to answer	n/a	n/a	2	1

*Question asked for one-way commute time in 2008

*Option added in 2012

Resident Profile

	Total <u>2003</u>	Total <u>2006</u>	Total <u>2008</u>	Total <u>2012</u>
Base: Total residents responding	408 <u>%</u>	400 <u>%</u>	400 <u>%</u>	736 <u>%</u>
Education				
Less than grade 12	6	9	8	5
Grade 12 graduation	31	23	20	15
Technical or vocational school	n/a	11	7	19
Some college or university	35	17	20	19
University degree or college diploma	14	33	37	33
Post-graduate degree	9	5	8	5
Prefer not to answer	5	1	1	3

Household Profile

	Total 2003	Total 2006	Total 2008	Total 2012
Base: Total residents responding	408 %	400 %	400 %	736 %
Home Tenure				
Own	84	82	83	80
Rent	15	17	17	19
Prefer not to answer	1	1	1	2
Type of Home				
Single-detached home	72	74	75	75
Semi-detached home (duplex/triplex)	2	2	3	3
Townhouse/Condominium (Row house)	15	16	14	10
Apartment	5	5	5	8
Suite in a house	3	2	3	2
Mobile home	1	1	-	-
Prefer not to answer	2	1	-	2
Household Composition				
Single with no children	n/a	22	21	11
Single with children	n/a	8	8	7
Couple with no children	n/a	24	24	25
Couple with children	n/a	46	45	51
Prefer not to answer	n/a	1	1	6



Household Profile

	Total <u>2003</u>	Total <u>2006</u>	Total <u>2008</u>	Total <u>2012</u>
Base: Total residents responding	408 %	400 %	400 %	736 %
Number of People in Household				
One	n/a	12	14	9
Two	n/a	25	27	31
Three	n/a	22	23	21
Four or more	n/a	40	35	39
Prefer not to answer	n/a	1	-	-
Income				
Less than \$20,000	n/a	7	6	3
\$20,000 to less than \$35,000	n/a	10	7	8
\$35,000 to less than \$50,000	n/a	11	11	7
\$50,000 to less than \$65,000	n/a	10	12	9
\$65,000 to less than \$80,000	n/a	16	11	11
\$80,000 to less than \$100,000	n/a	12	13	14
\$100,000 or more	n/a	17	19	23
Prefer not to answer	n/a	n/a	n/a	26



Appendix



Nobody's Unpredictable

Resident
[xxxxx]
[ADDRESS]
[CITY], BC
Canada
[POSTAL CODE]

ID:

**YOUR HOUSEHOLD HAS BEEN SELECTED
TO HELP THE DISTRICT OF MAPLE RIDGE PLAN FOR THE FUTURE**

Dear Resident,

The District of Maple Ridge invites you to participate in an important survey. The goal of the survey is to understand the priorities, views and preferences of District residents. The information will allow the District to make informed decisions about future direction and service delivery.

Ipsos Reid, a leading research company, is recruiting households in the District to complete the survey. Your household has been selected at random to represent your community. **All information will be kept completely confidential** and only reported in aggregate.

Please go to the online survey by typing the following website into your browser's address bar: [SURVEY LINK INSERTED HERE](#). Please log on and fill in your survey before January 31, 2012.

Your login for the survey is [xxxxx].

If you need assistance filling out the survey or want to request a paper version of the survey with a postage-paid reply envelope, please call 1-800-717-1777 during regular weekday business hours (9am-5pm).

As a selected household, your participation is important and appreciated. For completing the survey **you will be sent a \$10 gift card** for the region's leading coffee chain.

I wish to thank you personally for taking part in this survey.

Yours truly,



Ernie Daykin,
Mayor

If you wish to verify the survey please call Laura Benson, Manager of Sustainability and Corporate Planning at the District of Maple Ridge, 604 463 5221.

If you need assistance filling out the survey or want to request a paper copy with a postage-paid reply envelope, please call 1-800-717-1777 during regular weekday business hours (9am-5pm)

District of Maple Ridge

11995 Haney Place, Maple Ridge, BC V2X 6A9 Canada • Tel: 604-463-5221 • Fax: 604-467-7329
enquiries@mapleridge.ca • www.mapleridge.ca

**DISTRICT OF MAPLE RIDGE
STRATEGIC PLAN 2012 TRACKING SURVEY**

Introduction Screen

Thank you for participating in the District of Maple Ridge 2012 Strategic Plan survey. Your input will help the District in its planning priorities and service improvements.

If you have any questions about this survey please contact Laura Benson, Manager of Sustainability and Corporate Planning at the District of Maple Ridge at 604-463-5221.

If you have difficulties while completing the survey, please contact Ipsos Reid at 604-664-2425 or 1-800-717-1777 between 9am and 5pm during weekdays for assistance.

Screener

QS1. Is anyone in your household an elected official of the District of Maple Ridge or an employee of the District of Maple Ridge?

1. Yes **THANK & TERMINATE MESSAGE**
2. No

QS2. OMITTED

QS2b. You are:

1. Male
2. Female

QS3. Please indicate into which of the following categories your age falls.

1. Under 18 years **THANK & TERMINATE MESSAGE**
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65 years or more

QS4. Do you reside in Maple Ridge?

1. Yes
2. No **THANK & TERMINATE MESSAGE**
3. Don't Know

QS5. What are the first three letters of your postal code?

1. V2W
2. V2X
3. V4R
4. Other (specify)
5. Don't Know

QS5b. Omitted

**IF QS4=NO AND QS5=OTHER OR DON'T KNOW THEN THANK AND TERMINATE
MESSAGE**

Open Government

- Q1. Which of the following statements best describes your level of interest in how Maple Ridge is governed at the local level?
1. I prefer to be left alone
 2. I only want information
 3. I want information and an opportunity to be heard
 4. I want to be involved in making recommendations
 5. Don't Know
- Q2. In your opinion, does Maple Ridge Council do a very good, good, poor or very poor job at listening to residents when making decisions?
1. Very good job **GO TO Q4**
 2. Good **GO TO Q4**
 3. Poor
 4. Very poor job
 5. Don't Know **GO TO Q4**
- Q3. Why do you say that the District Council is doing a poor or very poor job? *Please type in your reasons below*
- Q4. An open municipal government can be described as one in which residents are given ample opportunity to voice their opinions on a wide range of municipal issues and in which substantial effort is made to communicate with residents about the business of government.
- Given this definition, would you agree or disagree that the District of Maple Ridge is an open government?
1. Agree strongly
 2. Agree somewhat
 3. Neither agree or disagree
 4. Disagree somewhat
 5. Disagree strongly

[Q5 & 6 SHOULD BE ONE PAGE]

- Q5. In your opinion, does the District of Maple Ridge offer residents sufficient opportunity **to voice their opinions on local, municipal issues?**
1. Yes
 2. No
 3. Don't Know
- Q6. In your opinion, does the District of Maple Ridge offer residents sufficient opportunity **to be involved in the business of local government?**
1. Yes
 2. No
 3. Don't Know

Q7a. Did you vote in the 2011 municipal election held in November?

1. Yes **GO TO Q8**
2. No
3. Rather not say **GO TO Q8**

Q7b. Why didn't you vote in the election? *Please type in your reasons below*

What Does Maple Ridge Want to Be and How Do We Achieve It

Q8. Overall, how satisfied are you with the quality of life in Maple Ridge?

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied or dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied

Q9. What do you like best about living in Maple Ridge? **[ALLOW UP TO 5 RESPONSES]**

Please type in your responses below

Q10. What do you like least about living in Maple Ridge? **[ALLOW UP TO 5 RESPONSES]**

Please type in your responses below

Issues Facing Maple Ridge Today

Q11. Overall, what do you think are the **three** most pressing issues facing the community of Maple Ridge today, beginning with the single most important issue? *Please type in your three issues below* **[3 SEPARATE TEXT BOXES ARE NEEDED]**

Q12. Overall, would you say you are satisfied or dissatisfied with the way issues are being addressed in Maple Ridge?

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied
6. Don't Know

Q13. Please explain, in general terms, the type of community you would like to see Maple Ridge become in the future. Can you give a brief description of what your vision of an ideal Maple Ridge looks like? *Please type in your description below*

Q14. Over the next 15 to 20 years, the population of Maple Ridge will substantially increase in size. Thinking about the interests and needs of your family and the sort of community that you would like to see Maple Ridge develop into over that time, please indicate if the following possible actions are of low, medium or high priority to you.

1. Low priority
2. Medium priority
3. High priority
4. Don't Know

Q15. Then, thinking of the same issues, please indicate if you think the District of Maple Ridge is taking the right direction, the wrong direction or if you are unaware of their direction on that issue.

1. Right direction
2. Wrong direction
3. Unaware
4. Don't Know

[RANDOMIZE LIST FROM A TO Q]

- a. Promoting development of the downtown core into a vibrant social, recreational and commercial area.
- b. Encouraging industrial development within Maple Ridge.
- c. Encouraging commercial development within Maple Ridge.
- d. Pursuing public transit improvements within Maple Ridge.
- e. Improving automobile transportation networks within Maple Ridge.
- f. Improving pedestrian access with walkways, sidewalks and paths.
- g. Improving bicycle routes within Maple Ridge
- h. Pursuing public transit improvements between Maple Ridge and other areas.
- i. Improving automobile transportation networks between Maple Ridge and other areas.
- j. Ensuring that Maple Ridge maintains its rural character.
- k. Developing festivals and special events within the District.
- l. Identifying and protecting environmental features and areas that require special recognition and management.
- m. Improving opportunities for social contact in neighbourhoods.
- n. Improving access to neighbourhood level services like convenience stores, neighbourhood parks, schools, day care, etc.
- o. Addressing issues of homelessness
- p. Ensuring affordable housing for all citizens
- q. Attracting high value local jobs

[SET Q14 AND 15 UP AS A GRID WITH THE RESPONSE OPTIONS ACROSS THE TOP AS COLUMN HEADINGS AND THE STATEMENTS FROM A to Q AS ROWS.]



Communication

[Q16 & 17 SHOULD BE ONE PAGE]

Q16 How satisfied are you with the **amount of** information you receive from the District of Maple Ridge?

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied

Q17. How satisfied are you with the **type of** information you receive from the District of Maple Ridge?

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied

Q18. Which of the following types of information would you like to receive from the District of Maple Ridge on a regular basis? **[RANDOMIZE LIST FROM A TO H]**

1. Yes
 2. No
 3. Don't Know
-
- a. Council minutes, agenda, and information
 - b. Calendar of municipal events and meetings
 - c. Information about bylaws, zoning regulations, and so on
 - d. Vision and strategic plans
 - e. Budget and financial plans
 - f. A review of what the District said it was going to do and what it has actually done
 - g. Information about changes to municipal taxes
 - h. Information about capital expenditures

[PUT LAST ON SAME PAGE]

- i. If there are other types of information you would like to receive, please list them here or type NO

Q19a&b. OMITTED (NOW Q18i)

Q20. Which of the following is the single best way for the District to communicate with you? **[RANDOMIZE LIST FROM 1 TO 10. ONE RESPONSE ONLY]**

1. Newspaper announcements
 2. Newsletters mailed to your home
 3. The District's website
 4. Newsletters emailed to you
 5. An RSS Feed you subscribe to on your computer
 6. Notices or newsletters in civic buildings such as recreation centres, city hall, libraries and so on
 7. Town hall meetings
 8. Council meetings
 9. Public information meetings
 10. Social media (such as Facebook or Twitter)
- [ALWAYS SHOW LAST:]**
11. Other (please specify) *Please type in your response*
 12. Don't Know

Q21. And now, thinking about ways of participating in the planning of, or offering opinions about, the District's future, do you imagine yourself doing any of the following activities: **[RANDOMIZE LIST FROM A TO G]**

1. Yes
 2. No
 3. Maybe
 4. Don't Know
-
- a. Writing a letter
 - b. Phoning with your ideas
 - c. Offering your comments on a website
 - d. Participating in mail-in or web-based surveys
 - e. Attending a public meeting
 - f. Participating in neighbourhood planning groups
 - g. Emailing the District
 - h. Social media (such as Facebook or Twitter)
- [ALWAYS SHOW LAST:]**
- i. Other (please specify) *Please type in your responses*

Internet Usage

[DO NOT ASK Q22a FOR ONLINE RESPONDENTS, SIMPLY RECORD AS A "YES"]

Q22a. Do you have access to the internet?

1. Yes
2. No **GO TO Q24**

Q22b. Is your most **commonly used** internet access at...**[ONE RESPONSE ONLY]**

1. Home
2. Work
3. Library
4. School
5. Through a mobile device (e.g. cell phone)
6. Other (please specify) *Please type in your response*

Q22c. OMITTED

Q23. Have you ever obtained information from the District of Maple Ridge's website?

1. Yes
2. No

Q24. Do you think that the Internet is an appropriate means of communicating and/or offering services to area residents?

1. Yes
2. No **GO TO Q27**
3. Don't Know **GO TO Q27**

Q25. There are a number of services that the District currently does or could offer online to residents. For each of the following services, please indicate if having that District service available online is of low, medium or high priority to you.

[RANDOMIZE LIST FROM A TO H]

1. Low priority
 2. Medium priority
 3. High priority
 4. Don't Know
- a. Pay for such things as permits, licences, tax certificates, parking tickets
 - b. Reserve and pay for facility rentals
 - c. Complete and submit applications for permits
 - d. Track development review and building permit progress
 - e. Access property tax accounts
 - f. Participate in discussion groups on strategies and issues
 - g. Pay for and download zoning and civic address maps
 - h. Submit applications for volunteer postings

[PUT LAST ON SAME PAGE:]

- i. Are there any other municipal services you think the District should make available online (please specify) *Please type in your responses*

Q26a&b. OMITTED (Now Q25i)

Q27. How likely are you to use the internet in the future to obtain information or use services from the District?

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely
5. Don't Know

Demographics

Finally here are some basic questions to make sure all types of residents are represented. Please be assured that all of the information you provide will remain completely confidential and will only be used for classification purposes.

Q28. How long have you lived in Maple Ridge?

Enter number of years
Enter 0 for less than 1 year

DEMO ORDER AND CONTENT AMENDED TO MATCH CITIZEN SAT SURVEY

Q29. Do you own or rent your home?

1. Own
2. Rent
3. Prefer Not to Answer

Q30. Is your home a...?

1. Single-detached home
2. Semi-detached home (duplex/triplex)
3. Townhouse/Condominium (Row house)
4. Apartment
5. Suite in a house
6. Mobile home
7. Prefer Not to Answer

Q31a. What is your current employment status?

1. Employed for pay
2. Self-employed
3. Homemaker **GO TO Q32**
4. Student **GO TO Q32**
5. Retired **GO TO Q32**
6. Unemployed **GO TO Q32**
8. Prefer Not to Answer **GO TO Q32**

Q31b. Do you?

1. Work in Maple Ridge **GO TO Q31E**
2. Work outside Maple Ridge
3. Prefer Not to Answer **GO TO Q31E**

Q31c On an average day, what is your average commute time based on a round trip to your usual place of work and back home?

Please enter the average number of minutes for a round trip to your work and back home.

Q31d. What is your main mode of transport?

1. Car (self-drive)
2. Car (car share)
3. Bus
4. West Coast Express
5. Cycle
6. Other (please specify) *Type in your response*

Q31e. And what sector do you work in?

1. Finance or banking
2. Education
3. Retail
4. Manufacturing
5. Healthcare
6. Tourism or hospitality
7. Film industry
8. High-tech
9. Government
10. Other (please specify) *Type in your response*
11. Prefer Not to Answer

Q32. Which of the following best describes your current living situation?

1. Single with no children
2. Single with children
3. Couple with no children
4. Couple with children
5. Other (specify)
6. Prefer Not to Answer

Q33. Including yourself, how many people live in your household?

Enter in number of people

Q34. What is the highest level of education that you have had the opportunity to complete?

1. Less than Grade 12
2. Grade 12 graduation
3. Technical or vocational school
4. Some college or university
5. University degree or college diploma
6. Post-graduate degree
7. Prefer Not to Answer

Q35. Which of the following categories best describes your total annual household income before taxes?

1. Less than \$20,000
2. \$20,000 to less than \$35,000
3. \$35,000 to less than \$50,000
4. \$50,000 to less than \$65,000
5. \$65,000 to less than \$80,000
6. \$80,000 to less than \$100,000
7. \$100,000 or more
8. Don't Know
9. Prefer Not to Answer

Thank you very much for your cooperation. We appreciate your participation in this survey

[MESSAGE FOR ONLINE RESPONDENTS]

Please enter your email address in the space below so we can send you your electronic coffee card

If you do not have access to a printer, please indicate below and provide your name and full mailing address. We will send your \$10 coffee card via regular mail.

Please be assured that your name and email address will only be used to send your coffee card and will not at all be associated with your survey responses. If you prefer not to give out your name, the coffee card will be addressed to "participant".

(Please allow up to 6 weeks for your \$10 coffee card to arrive either by email or regular mail)

My email address is: *please enter your email address here*

OR

I would like my coffee card mailed to me: *please enter your name and full mailing address below*

First name:

Last name:

Address:

City

Province

Postal Code:

[MESSAGE FOR PAPER SURVEY RESPONDENTS]

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Please enter your name and full mailing address below

First name:

Last name:

Address:

City: Maple Ridge

Province: BC

Postal Code:

If you're interested in keeping informed about community programs, events, construction projects, or highlights of Council discussions, subscribe to District of Maple Ridge electronic newsletters. Click here to subscribe, or "exit" to leave the survey. Thank you again.

<http://www.mapleridge.ca/EN/main/municipal/newsletters/newsletters/subscribe.html>

**DISTRICT OF MAPLE RIDGE
CITIZEN SATISFACTION 2012 TRACKING SURVEY**

Introduction Screen

Thank you for participating in the District of Maple Ridge 2012 Citizen Satisfaction survey. Your input will help the District in planning priorities and service improvements.

If you have any questions about this survey please contact Laura Benson, Manager of Sustainability and Corporate Planning at the District of Maple Ridge at 604-463-5221.

If you have difficulties while completing the survey, please contact Ipsos Reid at 604-664-2425 or 1-800-717-1777 between 9am and 5pm during weekdays for assistance.

Screener

QS1. Is anyone in your household an elected official of the District of Maple Ridge or an employee of the District of Maple Ridge?

- 1. Yes **THANK & TERMINATE MESSAGE**
- 2. No

QS2. OMITTED

QS2b. You are:

- 1. Male
- 2. Female

QS3. Please indicate into which of the following categories your age falls.

- 1. Under 18 years **THANK & TERMINATE MESSAGE**
- 2. 18-24
- 3. 25-34
- 4. 35-44
- 5. 45-54
- 6. 55-64
- 7. 65 years or more

QS4. Do you reside in Maple Ridge?

- 1. Yes
- 2. No **THANK & TERMINATE MESSAGE**
- 3. Don't Know

QS5. What are the first three letters of your postal code?

- 1. V2W
- 2. V2X
- 3. V4R
- 4. Other (specify)
- 5. Don't Know

QS5b. Omitted

IF QS4=NO AND QS5=OTHER OR DON'T KNOW THEN THANK AND TERMINATE MESSAGE

Main Questionnaire

Q1. How long have you lived in Maple Ridge?

Enter number of years

Enter 0 for less than 1 year

QT1. The following is a list of services that the District currently provides. First, please rate **how important each service is to you**, using a scale of 1 to 5, where 1 is not at all important, 2 is not important, 3 is neither unimportant nor important, 4 is important and 5 is very important.

QT2. Next, **rate the current level of service that the District provides** for each. Use a scale of 1 to 5 where 1 is very poor, 2 is poor, 3 is neither poor nor good, 4 is good and 5 is very good.

[RANDOMIZE ORDER OF SECTIONS AND RANDOMIZE SERVICES WITHIN EACH SECTION]

	How important is this service to you?						Rate the current level of service the District provides.					
	1=Not important at all	2=Not important	3=Neither unimportant nor important	4=Important	5=Very Important	Don't Know	1=Very poor	2=Poor	3=Neither poor nor good	4=Good	5=Very Good	Don't know
Protective Services												
Regular fire inspections of public buildings and apartments												
Fire and safety education to children and adults												
Guaranteed level of fire response to emergency calls												
Disaster (earthquake, flood) preparedness and response												
Targeting property crime offences (such as auto theft and break & enters)												
Focusing on youth issues												
Zero tolerance approach to impaired driving												
Dismantling marijuana grow operations												
Economic Development												
Attracting new businesses to the District												
Promoting tourism												
Licensing and regulating businesses												
Services to Neighbours and Neighbourhoods												
Regulating or restricting what types of buildings can be built in specific areas of the District												
Regulating the physical appearance of new buildings												
Advice to public on building/construction matters												

	How important is this service to you?						Rate the current level of service the District provides.					
	1=Not important at all	2=Not important	3=Neither unimportant not important	4=Important	5=Very Important	Don't Know	1=Very poor	2=Poor	3=Neither poor nor good	4=Good	5=Very Good	Don't know
Inspecting buildings that are under construction/renovation												
Maintaining building records and drawings												
Responding to property complaints (noise or unsightly premises)												
Assisting neighbours to resolve disputes (such as location of fences or sheds, trees infringing on adjacent property)												
Regulating secondary suites												
Enforcing parking regulations												
Parks and Recreation												
Beautifying Maple Ridge (plants, flowers and landscaping)												
Outdoor recreation spaces (parks, playing fields and trails)												
Indoor recreational facilities (gymnasiums and swimming pools)												
Recreation and cultural programmes												
Cultural facilities (theatres, museums and libraries)												
Supporting community groups that provide a non-profit arts, culture, recreation or sport service												
Parks and leisure programs and facilities are inclusive and accessible												
Streets and Utilities												
Smooth traffic flow so that it is easy to get around Maple Ridge												
Roads that are flat, smooth and pothole free												
Effective snow and ice removal from streets												
Accessible, safe and effective pedestrian system (sidewalks, walkways, and trails) to get around Maple Ridge												
Street lighting												
Street name signage												
Safe drinking water												
Safe and reliable sewage collection												
Reliable drainage of rain water												
Environmental Services												
Protecting streams, rivers and other environmentally sensitive areas												
Curbside recycling												
Recycling depot												
Budget and Taxes												
Preparing and publishing financial documents (annual budget, 5 year plan, etc.)												
Involving citizens in the development of annual business plans and budgets												

Q3a/b. AMALGAMATED INTO ONE QUESTION (Q3)

Q3. What other services, if any, that the District **does not currently provide**, do you think **should** be provided by your local government? *Please type in your responses below*

[ALLOW FOR UP TO 5 RESPONSES]

[EXCLUSIVE CODE:]

99. None

Q3c How would you fund these service(s)? **[ASK FOR EACH SERVICE GIVEN IN Q3]**

1. Increased taxes **GO TO Q4**
2. User fees **GO TO Q4**
3. Reduce other services
4. Other funding methods (please specify) *Type in your response* **GO TO Q4**
5. Don't Know **GO TO Q4**

[SET Q3 AND Q3C AS A GRID WITH SERVICES AS ROWS DOWN THE LEFT SIDE AND FUNDING OPTIONS AS COLUMN HEADS ACROSS THE TOP]

Q3d Which services should be reduced?

[ALLOW FOR UP TO 5 RESPONSES]

[EXCLUSIVE CODE:]

99. None

Q4a/b. AMALGAMATED INTO ONE QUESTION (Q4)

Q4 What services, if any, should the District **provide more of**?

[ALLOW FOR UP TO 5 RESPONSES]

[EXCLUSIVE CODE:]

99. None

Q5a How would you fund this enhanced level of service(s)? **[ASK FOR EACH SERVICE GIVEN IN Q4]**

1. Increased taxes **GO TO Q6**
2. User fees **GO TO Q6**
3. Reduce other services
4. Other funding methods (please specify) *Type in your response* **GO TO Q6**
5. Don't Know **GO TO Q6**

[SET Q4 AND Q5a AS A GRID WITH SERVICES AS ROWS DOWN THE LEFT SIDE AND FUNDING OPTIONS AS COLUMN HEADS ACROSS THE TOP]

Q5b Which services should be reduced?

[ALLOW FOR UP TO 5 RESPONSES]

[EXCLUSIVE CODE:]

99. None

Q6a/b. AMALGAMATED INTO ONE QUESTION (Q6)

Q6 What other services, if any, that the District currently provides do you believe they should stop providing? **[ALLOW FOR UP TO 5 RESPONSES]**

[EXCLUSIVE CODE:]

99. None

Q7a/b. AMALGAMATED INTO ONE QUESTION (Q7)

Q7 What other services, if any, that the District currently provides do you believe they should provide less of? **[ALLOW FOR UP TO 5 RESPONSES]**

[EXCLUSIVE CODE:]

99. None

Q8a/b. AMALGAMATED INTO ONE QUESTION (Q8)

Q8. Have you ever had the need or desire to access services from the Maple Ridge Municipal Hall and been unable to obtain service because your call or visit was outside of regular business hours?

1. Yes (please specify the service(s) you were attempting to access) *Please type in the services*
2. No
3. Don't Know

Q9. If the District were to make Municipal Hall services available outside normal business hours, through what means would you prefer to access this service? *Please select all that apply.* **[ALLOW FOR MULTIPLE MENTIONS]**

1. Over the telephone
2. Through the internet
3. In person at another facility such as the library or leisure centre
4. In person visits to Municipal Hall
5. Other

[CODE 6 IS MUTUALLY EXCLUSIVE]

6. Have no need to visit Municipal Hall outside normal business hours

Demographics

Finally, here are some basic questions to make sure all types of residents are represented. Please be assured that all of the information you provide will remain completely confidential and will only be used for classification purposes.

Q10. OMITTED (Now QS3)

Q11. Do you own or rent your home?

1. Own
2. Rent
3. Prefer Not to Answer

Q12. Is your home a...?

1. Single-detached home
2. Semi-detached home (duplex/triplex)
3. Townhouse/Condominium (Row house)
4. Apartment
5. Suite in a house
6. Mobile home
7. Prefer Not to Answer

Q13a. What is your current employment status?

1. Employed for pay
2. Self-employed
3. Homemaker **GO TO Q14**
4. Student **GO TO Q14**
5. Retired **GO TO Q14**
6. Unemployed **GO TO Q14**
7. Prefer Not to Answer **GO TO Q14**

Q13b. Do you?

1. Work in Maple Ridge **GO TO Q13E**
2. Work outside Maple Ridge
3. Prefer Not to Answer **GO TO Q13E**

Q13c. On an average day, what is your average commute time based on a round trip to your usual place of work and back home?

Please enter the average number of minutes for a round trip to your work and back home

Q13d. What is your main mode of transport?

1. Car (self-drive)
2. Car (carpool)
3. Bus
4. Westcoast Express
5. Cycle
6. Other (please specify) *Type in your response*

Q13e. And what sector do you work in?

1. Finance or banking
2. Education
3. Retail
4. Manufacturing
5. Healthcare
6. Tourism or hospitality
7. Film industry
8. High-tech
9. Government
10. Other (please specify) *Type in your response*
11. Prefer Not to Answer

Q14. Which of the following best describes your current living situation?

1. Single with no children
2. Single with children
3. Couple with no children
4. Couple with children
5. Other (specify)
6. Prefer Not to Answer

Q15. Including yourself, how many people live in your household?

Enter in number of people

Q16. What is the highest level of education that you have had the opportunity to complete?

1. Less than Grade 12
2. Grade 12 graduation
3. Technical or vocational school
4. Some college or university
5. University degree or college diploma
6. Post-graduate degree
7. Prefer Not to Answer

Q17a-c. AMALGAMATED INTO ONE QUESTION (Q17)

Q17. Which of the following categories best describes your total annual household income before taxes?

1. Less than \$20,000
2. \$20,000 to less than \$35,000
3. \$35,000 to less than \$50,000
4. \$50,000 to less than \$65,000
5. \$65,000 to less than \$80,000
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7. \$100,000 or more
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Last name:

Address:

City

Province

Postal Code:

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Last name:

Address:

City: Maple Ridge

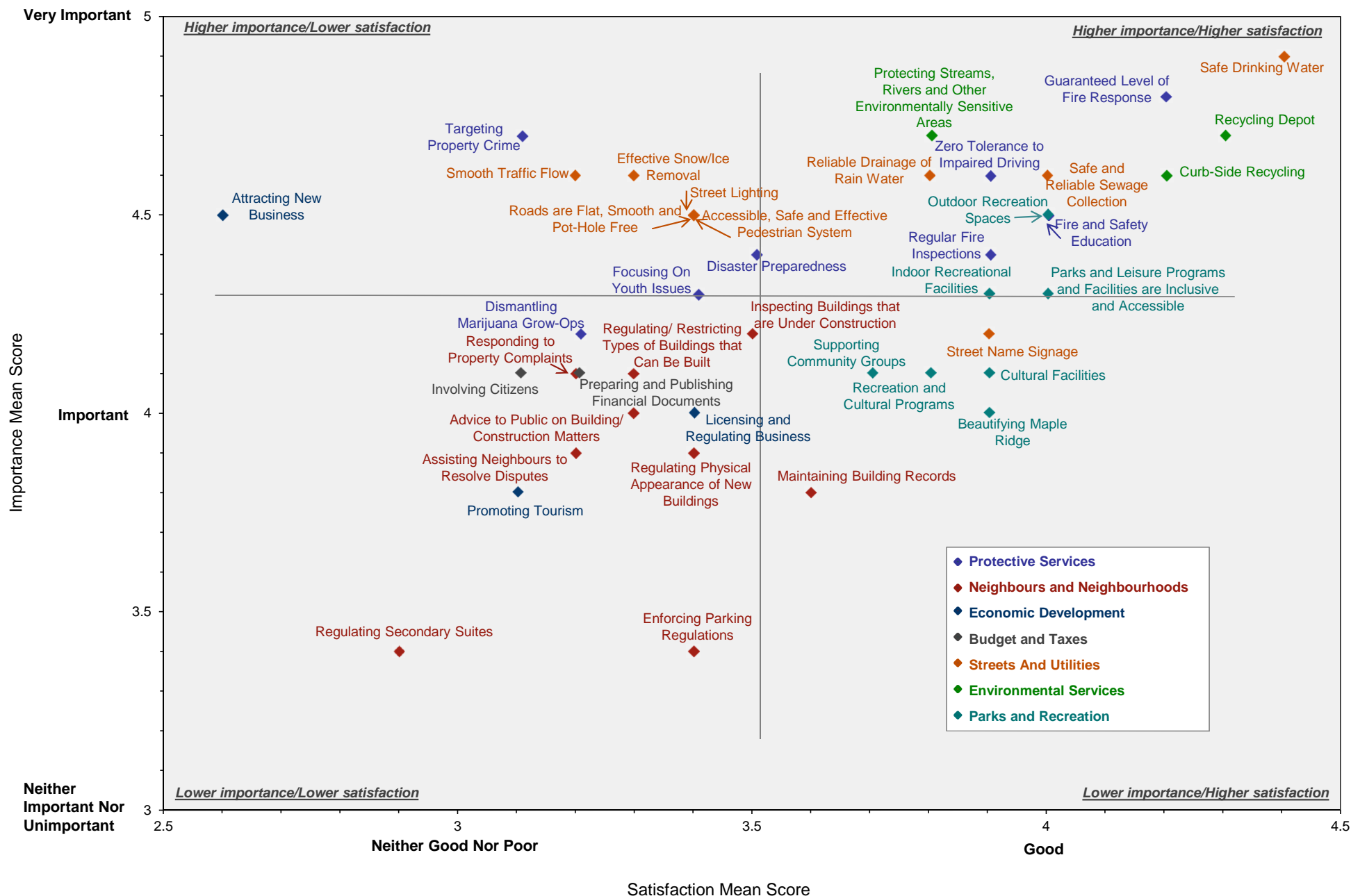
Province: BC

Postal Code:

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Overall Perceptual Map Analysis



Note: This map has been rescaled to reflect the average importance and satisfaction scores