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Background & Objectives

The City of Maple Ridge has been conducting Citizen Surveys to assist in its strategic planning since 2003. Previous Citizen Satisfaction surveys were conducted in 2003, 2006, 2008, 2012, 2014, 2020 and 2022.

The 2024 survey is highly similar to 2022 to allow for comparisons to be made; however, the 2024 survey has been refined to better align with the City's current priorities and informational needs.

Since 2014, the research has been conducted using a mailed letter-to-online methodology (prior to 2014 all surveying was completed via telephone). The mailed letter-to-online methodology consists of mailing pre-notification letters to a random sample of Maple Ridge residents to invite them to participate in an online survey (with the option to call Sentis toll-free to complete the survey over the phone). The benefits of this methodology are:

- All households have an equal chance of being included in the study, regardless if they have a listed landline or not
- The online survey is more suitable and easier to answer given the type and length of the survey questions
- Residents' unable to complete the survey online still can participate by calling the toll-free line and completing the survey over the phone with an interviewer

The City of Maple Ridge commissioned Sentis Research to design and conduct the aforementioned research study. This report contains the detailed findings from the 2024 Citizen Satisfaction Survey and includes comparisons back to 2003, where applicable.



Approach



A random sample of 4,200 Maple Ridge households were selected from Canada Post lists for the City of Maple Ridge and invited to the survey via a mailed letter (see Appendix for a copy of the letter).



The survey was administered such that only one member per household could respond. To be eligible to complete the survey, residents were screened to ensure they were aged 18+, a resident of Maple Ridge (i.e., they had an FSA of V4R, V2X or V2W) and not elected officials or employees of the City.



The median online survey length was 20 minutes and a total of 805 surveys were completed. (18 out of the total 805 surveys were conducted over the telephone by Sentis' telephone interviewing team.)



A prize draw was offered to encourage and increase participation. Prizes offered included: 1 - \$500 e-gift card*, 1 - \$250 e-gift card*, 5 - \$50 Parks, Recreation & Culture gift cards, 5 - \$100 supermarket gift cards, 5 - \$50 Skip the Dishes gift cards and 5 - \$25 downtown Maple Ridge Business Improvement Association gift certificates.

*e-gift cards are for Tango. Tango offers gift cards for 47 retailers and the card can be used online or in-store. Winners can also spread the prize money among several vendors.



When comparing 2024 to 2022 results, a shift of +/-6 percentage points is required to consider that shift significant at the 95% level of confidence.



Results weighted by age, gender and home ownership in accordance with the population of household maintainers in the City of Maple Ridge.

Survey Responses

Year	Date	Letters Sent	Completed Surveys	Participation Rate	Margins of Error (95% level of confidence)
2024	Jun 1 - 17	4,200	805	19%	± 4.5%
2022	Sep 26 - Oct 16	4,200	643	15%	± 4.2%
2020	Oct 6 - 28	6,000	1,187	20%	± 2.8%
2014	Sept 9 - Oct 1	4,150	897	22%	± 3.3%



KEY HIGHLIGHTS

What You Need to Know



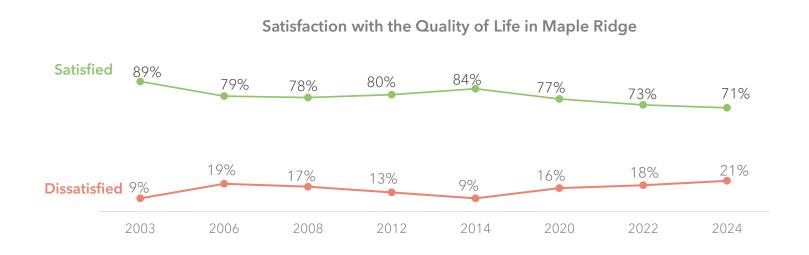


Quality of Life in Maple Ridge (p 10-12)

The majority of residents continue to be satisfied with the quality of life in Maple Ridge; however, since 2020, satisfaction has been trending downwards and this year stands at 71%. Families with children are one of the least satisfied groups with 66% saying they are satisfied with their quality of life in the City.

The most pressing issues that residents feel are facing the community have not changed - they continue to be the homeless (40% mentioning), crime/safety (27%) and addiction/drug use (26%). Further, compared to two years ago, concerns about crime/safety have grown (20% to 27%) and most of that increase is concentrated among residents who are dissatisfied with their quality of life in the City (41% of this group mentioning crime/safety versus 30% in 2022). Addiction/drug use is also a growing concern among this group of dissatisfied residents (44% mentioning versus 35% in 2022).

Another area that continues to be of importance to residents, in terms of being a pressing concern, is growth; specifically, findings ways to increase retail/shopping/restaurants in the City (20% mentioning, up from 15% in 2022) and attracting more business generally to Maple Ridge (15%). Again, residents who are currently dissatisfied with the quality of life in the City are significantly more focused on increasing retail/shopping/restaurants than other residents (32% versus 20% in total) and more focused on this area than they were in 2022 (32% mentioning, up from 20% in 2022).





Satisfaction with Municipal Services and Value (p 13-15)

After experiencing a decline for the last two waves (i.e., in 2020 and 2022), satisfaction with municipal services and with the value of services for the property taxes appears to have stabilized in 2024.

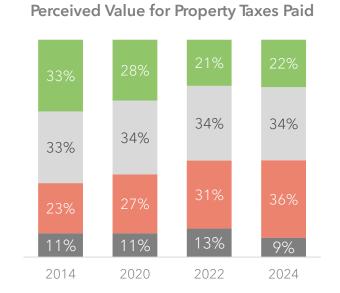
When it comes to municipal services, the mixed feedback given by residents in 2022 is persisting. Specifically, 44% this year rate services as very good or good, 31% give a neutral rating and 18% rate them as poor or very poor.

The value of services for the property taxes paid continues to receive relatively more divisive ratings with 22% saying the value is very good or good, 34% being neutral (neither good nor poor) and 36% (more than in 2022) feeling the value is poor or very poor.

As has historically been the case, lack of garbage collection continues to be called out as a reason for lower satisfaction with municipal services and for the value of services for the taxes paid. That said, those who are dissatisfied with the value of their tax dollars continue to most often say it is because they feel their taxes are simply too high (24% mentioning overall).









Service Area Priorities and Performance (p 16-29)

To improve satisfaction with municipal services overall and in relation to the property taxes paid, the City will want to focus on the following on:

- The services that are most important to residents which include emergency services, streets and utilities, environmental services, parks/playgrounds/sports field/trails and attracting new businesses/employers.
- The services that are considered important, but where importance currently outweighs satisfaction, meaning these are areas of vulnerability for the City. Similar to 2022, these include: attracting new businesses/employers, regulating the types of businesses that can be built, bylaw services, City communications and announcements, and streets and sidewalks.

Additionally, resident preferences for future service levels are generally to maintain current levels. However, there are two exceptions:

- 1. Attracting new businesses and employers the majority of residents want to see an increase in this area; however, there is no clear consensus on how to fund it other than to not do so via a pure tax increase;
- 2. Video streaming of Council proceedings while almost half (46%) want levels to be maintained, a notable proportion (37%) are not sure how to proceed, indicating that residents likely need more information to understand the value proposition of this service.

There are two other areas which residents consider to be important, but where there appears to be a declining appetite to increase service levels (although at present, the majority are still okay with maintaining service levels).

- 1. Protecting streams / rivers / environmentally sensitive areas;
- 2. Streets and sidewalks.

For these, the City will want to ensure in its communications that it lets residents know that it prioritizes these services but does not have plans to fund them differently than it has in the past.







Preferred Communication Channels (p 30-32)

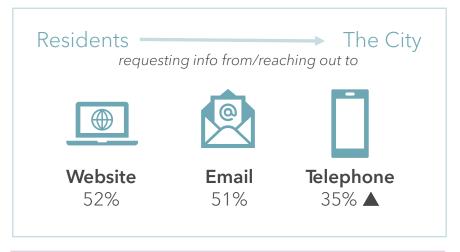
Whether it is residents requesting information from the City or the City updating and keeping residents informed about news/developments, the clear preference is to continue to use the City of Maple Ridge's website and email as the main communication channels.

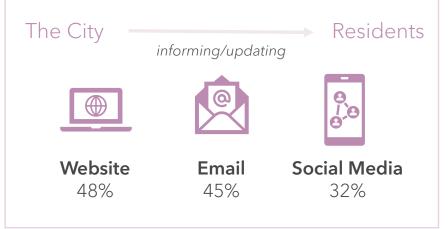
Telephone is an increasingly popular secondary channel for residents to reach out to the City, while social media is a secondary channel that the City can use to reach residents.

When it comes to residents reaching out to the City for information or to report a service issue, it is older residents (55+) who are most likely to want to do so by phoning in (45% versus 35% in total).

When the City is informing or updating residents, along with using its website and/or email, middle-aged to younger residents are the ones that will also refer to social media, while older residents are more likely to check out the newspaper.

COMMUNICATION BETWEEN THE CITY AND RESIDENTS







SUMMARY OF FINDINGS

Satisfaction with Quality of Life in Maple Ridge



Satisfaction with Quality Of Life

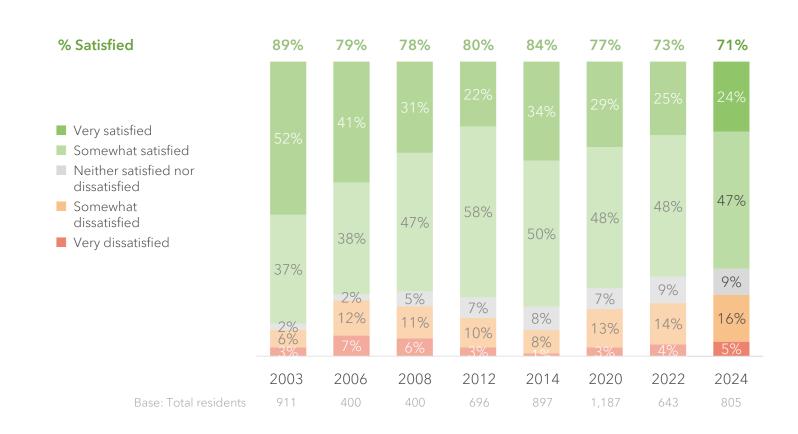


While the majority (71%) of Maple Ridge residents continue to report being satisfied with their quality of life in the City, satisfaction has been declining since 2020.

Dissatisfaction with the quality of life currently registers as 21%, which is more than double than in 2014 (9%).

Consistent with 2022, newer residents (i.e., they have lived in the City for less than five years) tend to be the most positive about their quality of life (88%). Quality of life ratings is also higher among singles and/or couples without children (78%) compared to families with children (66%).

Satisfaction with Quality of Life



Most Pressing Issues for Maple Ridge Community

Q15. 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?



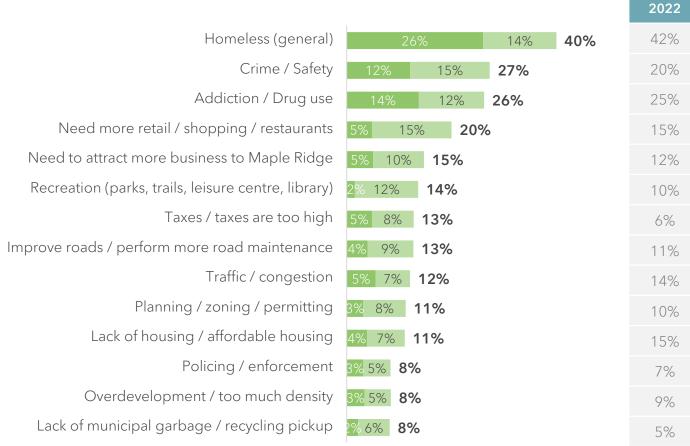
Also consistent with 2022 are the top issues residents feel are facing the community of Maple Ridge - those being the number of people experiencing homelessness (40%), crime/safety (27%, up from 20% in 2022) and addiction/drug use (26%).

Secondary concerns centre around growth, specifically, the need for more retail/shops/restaurants (20%, up from 15% in 2022) and attracting more businesses to Maple Ridge (15%).

Concern over the number of people experiencing homelessness is prevalent among all residents, but especially among those identifying as women (49%) compared to those identifying as men (34%).

The 21% of residents who are dissatisfied with their quality of life are more than twice as likely as those who are satisfied to mention crime/safety and addiction/drug use as the most pressing concerns for the City. This group is also more likely to mention needing more retail/shopping/ restaurants (32% versus 20% overall).

Most Pressing Issues for Maple Ridge



Secondary issue

Most important issue

% Total mentioning as an issue

% Total mentioning

2024

40%

27%▲

26%

20%▲

15%

14%

13%▲

13%

12%

11%

11%

8%

8%

8%

Note: Question added in 2022. Only major mentions of 8% or more are shown.



SUMMARY OF FINDINGS

Importance,
Satisfaction &
Funding Preferences
for Services



Satisfaction with Municipal Services in Maple Ridge

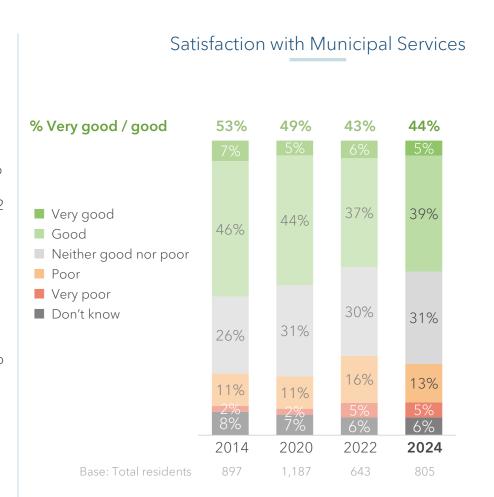


After dipping slightly in 2022, satisfaction with municipal services has stabilized in 2024. Currently, 44% rate the municipal services they receive as good or very good versus 43% in 2023. Those who feel municipal services are poor or very poor decreased from 21% to 18%, while 31% continue to give neutral ratings.

Young residents (i.e., 18 to 34) continue to be increasingly positive about municipal services (62% this year versus 47% in 2022 giving very good or good ratings). Residents over 35 are comparatively less positive, but their ratings are unchanged from 2022 (37% of those 35 to 54 give very good or good ratings versus 39% in 2022 and 49% of those 55 and older do the same versus 45% in 2022).

Consistent with past trends, residents who rate municipal services as poor or very poor tend to mention the lack of garbage collection (13%), though the service was not supported by the public in a 2018 plebiscite.

Since 2022, fewer residents mention the City's recreation services as a reason for being satisfied (8% in 2022 to 4% this year).



Reasons for Being Satisfied / Dissatisfied

		2014	2020	2022	2024
	Base: Total residents Showing major mentions only.	897	1,187	643	805
Satisfied	No complaints / good service / comparable to other cities	15%	13%	12%	12%
Satis	Good recreation (parks, trails, leisure center, library)	8%	5%	8%	4%▼
	Garbage collection	18%	18%	14%	13%
be	Roads / road maintenance	5%	6%	8%	7%
Dissatisfied	Always room for improvement	-	7%	7%	7%
Dissa	Recreation (parks, trails, leisure center, library)	2%	7%	6%	7%
	Value for tax dollars	5%	7%	5%	7%
	Lack of shopping	3%	2%	3%	5%

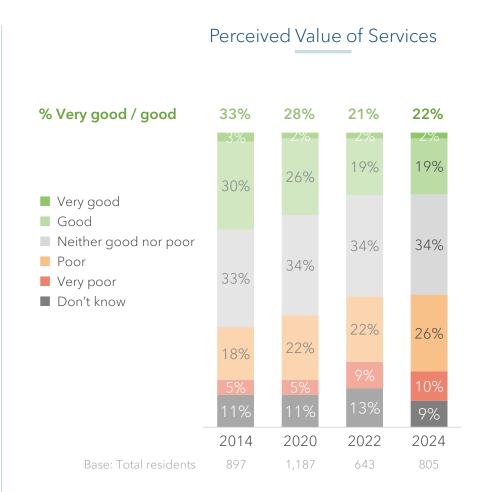
Perceived Value of Services in Maple Ridge



Similarly, when it comes to the value of services in Maple Ridge for the property taxes paid, evaluations are generally unchanged from 2022. This year, 22% feel the value is good or very good, 34% continue to be neutral, 36% feel the value is poor, while 9% say they don't know. Since 2020, negative ratings have grown (27% to 31% to 36%).

The perceived value of taxes is significantly higher among singles and/or couples without children (27%) than it is among families with children (16%).

High taxes or poor value for their tax dollars (24%) and lack of garbage collection (12%) continue to persist as the main reasons why residents are dissatisfied. However, this year, more residents are saying they are dissatisfied because of 'government spending' or 'spending in the wrong areas' (3% in 2022 to 7% currently) and the lack of shopping (2% to 5%).



Reasons for Being Satisfied / Dissatisfied*

		2020	2022	2024
	Base: Total residents Showing major mentions only.	1,187	643	805
Satisfied	No complaints / good service / comparable to other cities	7%	6%	4%
Satis	Taxes are reasonable / well-spent in the community	5%	6%	4%
	High taxes / poor value for tax dollars	27%	22%	24%
0	Garbage collection	17%	12%	12%
Dissatisfied	Government spending / spending in wrong areas	2%	3%	7%▲
ssat	Roads / road maintenance	4%	5%	6%
	Recreation (parks, trails, leisure centre, library)	4%	4%	6%
	Lack of services	<1%	3%	5%
	Lack of shopping	2%	2%	5%▲

^{*}Note: New question added in 2020.

^{▲▼} Denotes significant shifts between 2022 and 2024

Importance & Performance Of Specific Services

SUMMARY



The 2024 Citizen Survey presented residents with a list of 17 service priorities that make up 6 broader service categories. Residents are asked to rate the level of importance they place on each service and then asked to rate the City's performance on each one.

The services that are most important to residents continue to be emergency services, environmental services and streets and utilities. Compared to 2022, there are no service priorities that residents accord more importance to this year; **however, there are several that are deemed by residents to have slightly less importance than they did two years ago:**

- Protecting streams, rivers and other environmental sensitive areas (Environmental Services category): While this continues to be of importance to 90% of residents, this is below the 94%-95% who have historically deemed it to be important.
- Regulating the types of building that can be built in specific areas of the City (Growth category): Currently 79% of residents feel this is an important service area for Maple Ridge, which is fewer than in 2022 (84%)
- Cultural facilities and programs (Parks and Recreation category): In 2014 and 2020, 64%-65% of residents considered this area to be an important one for the City. In 2022, importance of cultural facilities and programs increased to 72%; however, two years later, importance has receded to 2014 to 2020 levels and once again registers at 64%.
- Online registrations, payments and e-services / communication and announcements from the City / video streaming of Council proceedings (Accessing Information and Services category): All three service priorities that make-up this broader service category are considered be less important this year: online registrations/payments/e-services (69% rate the service as important, down from 75% in 2022), City announcements/communications (74%, down from 81%) and video streaming of Council proceeding (29%, down from 35%).

Satisfaction with all 17 service priorities remains unchanged since 2022. For the fourth wave in a row, fire protection services earns the highest satisfaction rating at 85%. Other services with high satisfaction ratings (i.e., they range from 67% and 77%) continue to include recycling, water/sewer/storm drainage, parks/playgrounds/sports fields/trails, library services and police services.

The map shown on page 18, plots the level of importance residents accord to the various services offered by the City against the corresponding satisfaction rating. The blue shaded area on the map highlights those service areas where importance and satisfaction ratings are most closely aligned. The darker blue centre line indicates that importance and satisfaction are matched exactly. Services falling outside of the blue shaded area, and especially those falling into the upper left-hand quadrant, are the ones that may need greater focus or review.

Services that would benefit from greater focus or review because they are accorded high importance but receive relatively lower performance ratings continue to be: attracting new businesses, regulating the types of buildings that can be built, bylaw services, communications and announcements from the City, and to a lesser degree, streets and sidewalks. Most of these services were also identified in the 2022 study.





Service Prior	rities Based On Mean Importance / Performance Rating	2	014	20	20	20	22	20	24
Category	Service	Importance	e Performance	Importance	Performance	Importance	Performance	Importance	Performance
Emergency Services	Fire protection	4.8	4.3	4.8	4.4	4.8	4.4	4.8	4.4
Emergency Services	Police services	4.8	3.9	4.7	4.0	4.8	3.8	4.7	3.8
Streets and Utilities	Water, sewer and storm drainage	4.6	3.9	4.6	3.8	4.7	3.9	4.6	3.9
Environmental Services	Recycling depot and curbside collection	4.6	3.8	4.6	4.0	4.6	4.0	4.5	3.9
Environmental Services	Protecting streams, rivers and other environmentally sensitive areas	4.5	3.7	4.6	3.8	4.6	3.6	4.5	3.8
Streets and Utilities	Streets and sidewalks	4.5	3.4	4.6	3.3	4.6	3.3	4.5	3.3
Community Growth	Attracting new businesses and employers	4.4	2.7	4.4	2.6	4.3	2.7	4.4	2.5
Parks and Recreation	Parks, playgrounds, sports fields and trails	4.4	4.0	4.4	3.9	4.4	3.8	4.3	3.8
Parks and Recreation	Recreational facilities and programs (leisure centre, pools, ice rinks, gymnasiums, lessons, registered & drop-in programs)	4.3	3.9	N/	'A*	4.3	3.4	4.2	3.4
Community Growth	Regulating what types of buildings can be built in specific areas of the City	4.1	3.2	4.1	3.1	4.2	3.0	4.1	2.9
Community Growth	Bylaw services (response to noise complaints, neighbourhood disputes, enforcing regulations)	4.1	3.3	4.1	3.2	4.2	3.2	4.0	3.2
Accessing Information & Services	Online registrations, payments and e-services (building permit enquiries, recreation program registration, report a concern service)	1	N/A	4.0	3.7	4.1	3.6	3.9	3.6
Accessing Information & Services	Communications and announcements from the City	1	V/A	4.0	3.4	4.1	3.3	3.9	3.4
Parks and Recreation	Library services	3.9	4.1	3.9	4.0	4.0	4.0	3.9	4.0
Parks and Recreation	Cultural facilities and programs (theatres, museums, registered and drop-in programs)**	3.7	3.8	3.7	3.7	3.9	3.5	3.7	3.6
Parks and Recreation	Community-led and/or City delivered special events, activities, and festivals	1	V/A	N	/A	3.8	3.6	3.7	3.6
Accessing Information & Services	Video streaming of Council proceedings	1	V/A	2.8	3.3	3.1	3.3	3.0	3.2

Base (Total residents): 2014 (897); 2020 (1,187); 2022 (643); 2024 (805)

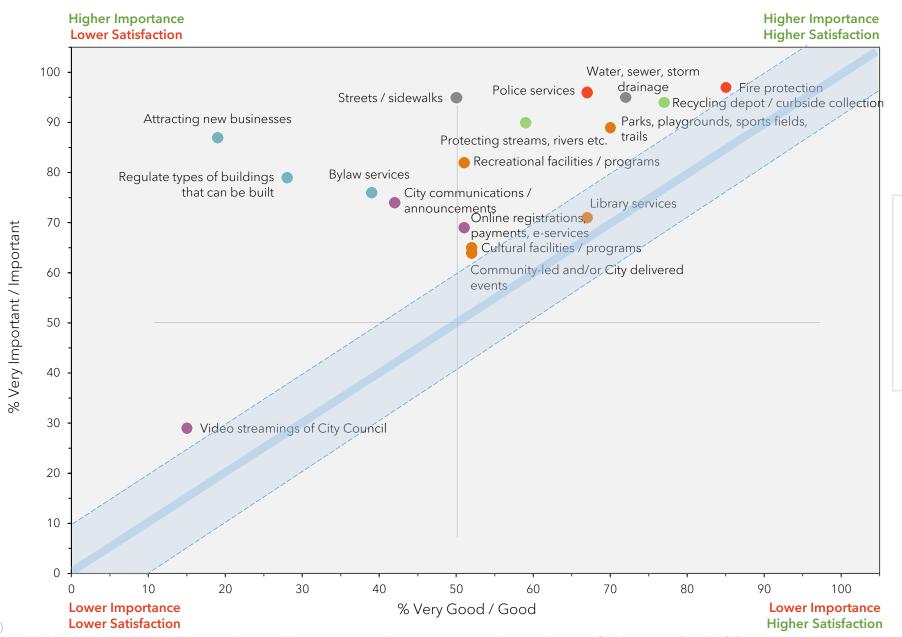
^{*}In 2020, residents rated 'Recreational programs' and 'Recreational facilities' separately instead of rating 'Recreational facilities and programs' as a whole.

^{**}Wording before 2022: 'Cultural facilities (theatres, museums) and programs.'

Q3. The following is a list of services that the City currently provides. First, please rate how important each service is to you. / Q4. Next, how satisfied are you with each of these services?

Importance & Satisfaction of Service Areas | Map





- Emergency Services
- Growth
- Parks & Recreation
- Streets & Utilities
- Environmental Services
- Accessing Information & Services

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Service Level Preferences SUMMARY

When asked whether service levels should be increased, maintained or decreased for each of the 17 service priorities, consistent with historical trends, Maple Ridge residents generally want service levels to be maintained. No less than 49% of residents want current service levels to be continued as is across most service priority areas. However, there are two exceptions:

- Attracting new businesses and employers (Growth category): Similar to historical trends, the majority (63%) want to see an increase in this area, with only 26% feeling service levels should be maintained.
- Video streaming of Council proceedings (Accessing Information & Services category): This service priority continues to garner mixed feedback from residents; however, generally consistent with historical trends, half (46%) continue to say service levels should be maintained, over one-third (37%) are not sure, while few, think service levels should be decreased (14%) or increased (4%). Residents felt similarly about this service area in 2020.

Another six service priorities have fewer residents wanting to see service level increases. These service priorities are:

- Streets and sidewalks (Streets & Utilities category): 39%, which is down from 47% in 2022, but now in line with 2020 (43%).
- Protecting streams, rivers and other environmental sensitive areas (Environmental Services category): 20%, which is significantly below the proportion wanting an increase in 2022 (37%) and 2020 (30%).
- Online registrations/payments/e-services (Accessing Information and Services category): 12% versus 19% in 2022.
- City communications/announcements (Accessing Information and Services category): 16%, down from 28% in 2022.
- Regulating the types of building that can be built in specific areas of the City (Growth category): 28%, down from 34% in 2022.
- Bylaw services (Growth category): 19% versus 27% in 2022, bringing preferences more in line with 2020 (22%) and 2014 (16%).

When it comes to attracting new businesses, support for increased service levels is strongest among the 21% of residents who are currently dissatisfied with the quality of life in Maple Ridge - three-quarters of this group want to see an increase in service levels. Support for increased service levels for this service priority is also relatively strongly among those in the 35 to 54 age group and among homeowners compared to renters.



How Increases Should Be Funded SUMMARY

Residents who indicate that they would like to see an increase for a particular service were asked how the City should fund that increase. There tends to be no strong consensus on funding and preferences differ greatly by service priority. Further, a considerable proportion of residents are unable to provide an opinion on funding (9% to as high as 34%).

Consistent with historical trends, residents tend to be most supportive of a pure tax increase when it comes to fire protection (31%). Police services and water/sewer/storm drainage are areas that historically residents have leaned towards funding via a pure tax increase (28% in favour); however, in 2024, support is marginally lower (20%-22%). Even for these core services, however, there is no consensus on how to fund increases. For these three service priorities, about one-quarter also say they think a combination of taxes and user fees is the best approach to funding.

This year, while only 9% of residents want to see an increase in library services, 37% of this small group say it should be funded via a tax increase.

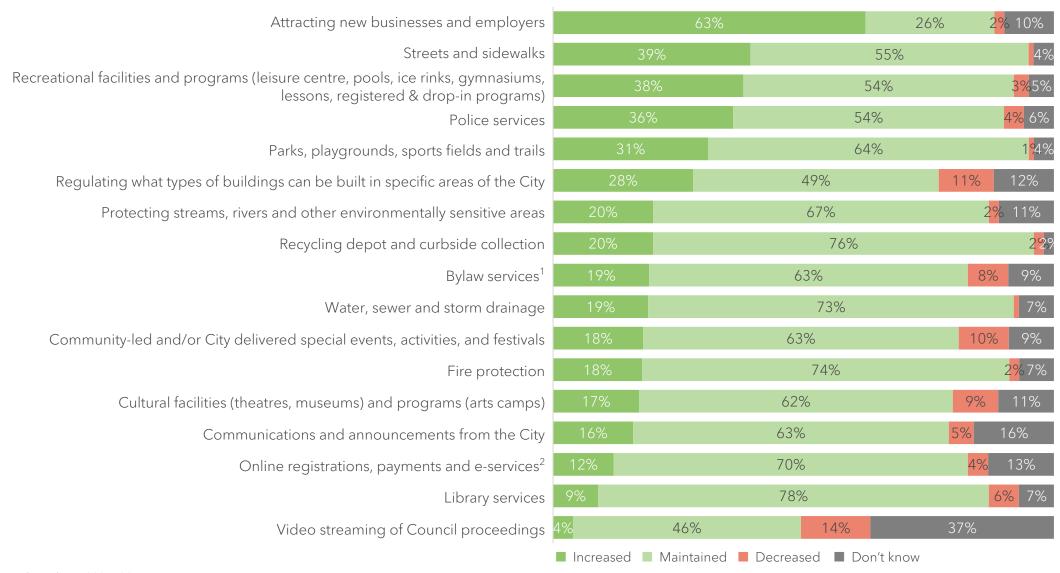
Residents tend to be the most supportive of a pure user fee increase for community-led and/or City delivered special events, activities, and festivals (42% in support), cultural facilities and programs (38%), online registrations/payments/e-services (33%), recreational facilities and programs (33%) and regulating what types of buildings can be built in specific areas (32%). However, it should be noted that residents are also supportive of using a combination of taxes and user fees to fund increases for recreational facilities and programs (36%), community-led and/or City delivered special events, etc. (31%) and for cultural facilities and programs (28%).

The combination of taxes and user fees to fund increases in services is also an approach that a notable proportion of residents support when it comes to parks, playgrounds, sports fields and trails (35%), library services (27%) and protecting streams, rivers, etc. (27%).

For the service area where residents would most like to have service levels increased - attracting new businesses and employers - opinions continue to be mixed, as they were in 2022, with 33% being unsure how to fund an increase, 22% supporting a reduction in other services, 20% opting for a combination of taxes and user fees, 20% supporting a user fee, and 4% a pure tax increase.

Service Level Preferences | Summary



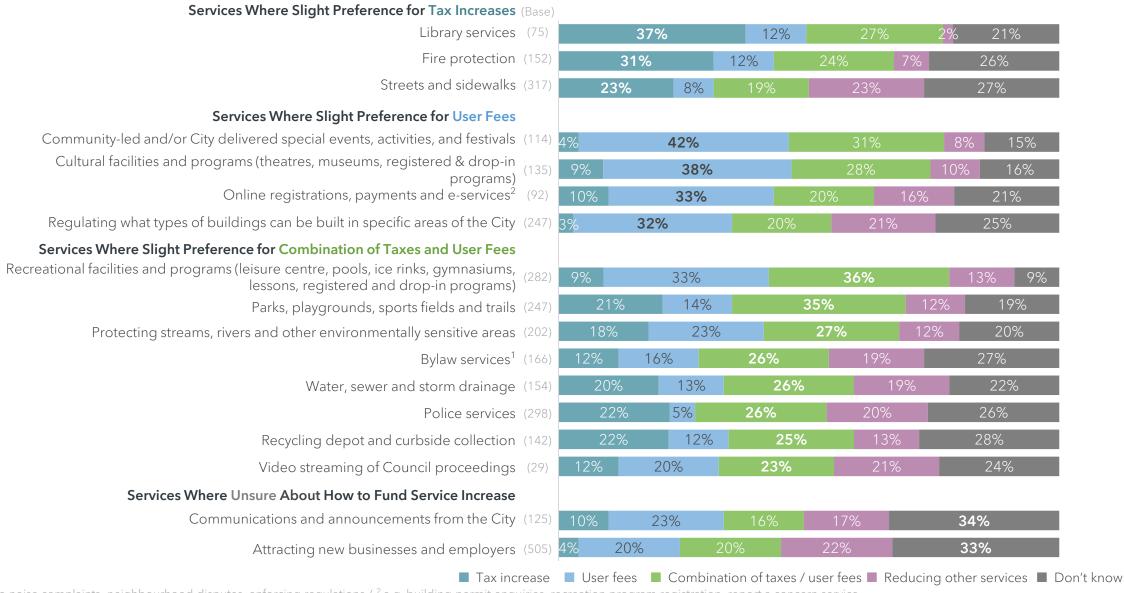


Base: Total residents 2024 (805)

¹ e.g. response to noise complaints, neighbourhood disputes, enforcing regulations / ² e.g. building permit enquiries, recreation program registration, report a concern service Q5. For the same services, please indicate for each one if you think it needs to be increased, decreased or maintained at the current level?

How Service Increases Should Be Funded | Summary





¹ e.g. response to noise complaints, neighbourhood disputes, enforcing regulations / ² e.g. building permit enquiries, recreation program registration, report a concern service Q6. And for those services you think need to be increased, how should those increases be funded?





Importance, performance, service levels and funding preferences for emergency services are highly similar to 2022 assessments.

SERVICE IMPORTANCE & PERFORMANCE

	2014	2020	2022	2024
Base: Total residents	897	1,187	643	805
Importance of Service (% Very Important	t / Important)			
Fire protection	99%	99%	99%	97%
Police services	98%	98%	97%	96%
City Performance (% Very Good / Good)				
Fire protection	83%	86%	84%	85%
Police services	70%	74%	67%	67%

SERVICE FUNDING

	2014	2020	2022	2024			
Service Should Be Increased (% Increased)							
Base: Total residents	893-897	1,187	643	805			
Fire protection	10%	15%	18%	18%			
Police services	26%	37%	36%	36%			
How Increase Should Be Funded (% Tax increase)							
Base: Those who think the service should be increased	95-245	194-419	110-229	152-298			
Fire protection	36%	32%	35%	31%			
Police services	31%	29%	28%	22%			





When it comes to services that relate to growth in the City of Maple Ridge, importance remains high for all three service priorities; however, the growing importance residents were placing on regulating the types of buildings that can be built in specific areas of Maple Ridge has fallen back to 2014 levels (now at 79% vs 84% in 2022). Concurrently, the proportion of residents thinking that this service priority needs to be increased has also declined compared to 2022 (28% vs 34% in 2022). Attracting new businesses and employers continues to be the top area that residents want to see increases in, across all service categories (63% want an increase). Meanwhile, the previously growing preference to increase bylaw services has now receded to 19% (down from 27% in 2022).

SERVICE IMPORTANCE & PERFORMANCE

	2014	2020	2022	2024
Base: Total residents	897	1,187	643	805
Importance of Service (% Very Important	:/Important)			
Attract new businesses and employers	87%	89%	87%	87%
Regulate types of buildings can be built in specific areas of City	78%	82%	84%	79% ▼
Bylaw services	81%	79%	80%	76%
City Performance (% Very Good / Good)				
Attract new businesses and employers	22%	17%	23%	19%
Regulate types of buildings can be built in specific areas of City	38%	33%	31%	28%
Bylaw services	38%	36%	36%	39%

SERVICE FUNDING

	2014	2020	2022	2024
Service Should Be Increased (% Increased)				
Base: Total residents	896-897	1,187	643	805
Attract new businesses and employers	57%	68%	60%	63%
Regulate types of buildings can be built in specific areas of City	20%	22%	34%	28% ▼
Bylaw services	16%	22%	27%	19% ▼
How Increase Should Be Funded (% Tax increase)				
Base: Those who think the service should be increased	151-533	263-776	167-390	166-505
Attract new businesses and employers	6%	6%	7%	4%
Regulate types of buildings can be built in specific areas of City	5%	5%	4%	3%
Bylaw services	15%	17%	21%	12%





Parks and recreation - in particular, parks, playgrounds, sports fields, trails and recreation facilities and programs - continue to be considered important services by Maple Ridge residents. The importance residents place on culture facilities and programs peaked to 72% in 2022, but have now returned to historical levels (64%). Satisfaction and service funding preferences for this service priority remain generally in line with 2022.

SERVICE IMPORTANCE & PERFORMANCE

	2014	2020	2022	2024		
Base: Total residents	897	1,187	643	805		
Importance of Service (% Very Important / Important)						
Parks, playgrounds, sports fields & trails	90%	93%	92%	89%		
Recreational facilities & programs	86%	n/a	86%	82%		
Community/City led events	n	/a	69%	65%		
Cultural facilities & programs	64%	65%	72%	64% ▼		
Library services	71%	69%	72%	71%		
City Performance (% Very Good / Good)						
Parks, playgrounds, sports fields & trails	79%	75%	72%	70%		
Recreational facilities & programs	73%	n/a	53%	51%		
Community/City led events	n/a		55%	52%		
Cultural facilities & programs	61%	52%	48%	52%		
Library services	73%	67%	68%	67%		

SERVICE FUNDING

	2014	2020	2022	2024
Service Should Be Increased (% Increased)				
Base: Total residents	894-897	1,187	643	805
Parks, playgrounds, sports fields & trails	21%	29%	35%	31%
Recreational facilities & programs	20%	n/a	42%	38%
Community/City led events	n	/a	21%	18%
Cultural facilities & programs	10%	16%	20%	17%
Library services	5%	9%	12%	9%
How Increase Should Be Funded (% Tax increase)				
Base: Those who think the service should be increased	42-178	91-342	71-281	75-282
Parks, playgrounds, sports fields & trails	21%	20%	21%	21%
Recreational facilities & programs	18%	n/a	9%	9%
Community/City led events	n/a		9%	4%
Cultural facilities & programs	10%	3%	11%	9%
Library services	25%	22%	22%	37%

▲▼ Denotes significant shifts between 2022 and 2024

Note: There is no 2020 trend for 'Recreational facilities and programs' because 'Recreational programs' and 'Recreational facilities' were rated separately in 2020. 'Community/City led events...' is a new category added in 2022. In 2020, 69% of residents indicated that recreational programs is a very important/important service, 23% said the service should be increased, 43% rated city performance as very good/good, and 5% stated tax increase for funding. In 2020, 83% of residents indicated that recreational facilities is a very important/important service, 35% said the service should be increased, 48% rated city performance as very good/good, and 6% stated tax increase for funding. Q3. The following is a list of services that the City currently provides. First, please rate how important each service is to you. / Q4. Next, how satisfied are you with each of these services? / Q5. For the same services, please indicate for each one if you think it needs to be increased, decreased or maintained at the current level? / Q6. And, for those services you think need to be increased, how should those increases be funded?

Streets & Utilities



Consistent with historical trends, streets and utilities is a highly important service category with satisfaction scores that continue to be relatively positive for water, sewer and storm drainage (72%), but are more moderate for streets and sidewalks (50% satisfied). While there was an increasing proportion of residents wanting to see higher service levels for streets and sidewalks from 2020 (43%) to 2022 (47%), preferences have reverted closer to 2020 levels this year (39%).

SERVICE IMPORTANCE & PERFORMANCE

	2014	2020	2022	2024
Base: Total residents	897	1,187	643	805
Importance of Service (% Very Important	t / Important)			
Water, sewer and storm drainage	96%	96%	97%	95%
Streets and sidewalks	97%	96%	98%	95%
City Performance (% Very Good / Good)				
Water, sewer and storm drainage	74%	72%	74%	72%
Streets and sidewalks	55%	51%	51%	50%

SERVICE FUNDING

	2014	2020	2022	2024
Service Should Be Increased (% Increased)				
Base: Total residents	894-897	1,187	643	805
Water, sewer and storm drainage	10%	18%	18%	19%
Streets and sidewalks	31%	43%	47%	39% ▼
How Increase Should Be Funded (% Tax increase)				
Base: Those who think the service should be increased	107-285	220-475	116-298	154-317
Water, sewer and storm drainage	29%	21%	28%	20%
Streets and sidewalks	27%	25%	23%	23%

Environmental Services



Environmental services continue to be highly important to Maple Ridge residents. Satisfaction with the recycling depot and curbside collection (77%) continues to be positive. Performance ratings for the protection of streams, rivers and other environmentally sensitive areas (59%) is directionally higher than in 2022 (53%) and on par with 2020 (60%). Similar to several other service priorities, the desire to increase service levels when it comes to protecting streams, rivers, etc. had been increasing from 2014 (22%) to 2022 (37%), but this year has receded to 2014 levels (20%).

SERVICE IMPORTANCE & PERFORMANCE

	2014	2020	2022	2024
Base: Total residents	897	1,187	643	805
Importance of Service (% Very Important	t / Important)			
Recycling depot and curbside collection	96%	95%	96%	94%
Protect streams, rivers and other env. sensitive areas	95%	94%	95%	90% ▼
City Performance (% Very Good / Good)				
Recycling depot and curbside collection	72%	77%	76%	77%
Protect streams, rivers and other env. sensitive areas	57%	60%	53%	59%

SERVICE FUNDING

	2014	2020	2022	2024
Service Should Be Increased (% Increased)				
Base: Total residents	896-897	1,187	643	805
Recycling depot and curbside collection	26%	24%	23%	20%
Protect streams, rivers and other env. sensitive areas	22%	30%	37%	20% ▼
How Increase Should Be Funded (% Tax increase)				
Base: Those who think the service should be increased	192-245	263-373	147-232	142-202
Recycling depot and curbside collection	18%	20%	19%	22%
Protect streams, rivers and other env. sensitive areas	20%	22%	22%	18%

▲▼ Denotes significant shifts between 2022 and 2024

Accessing Information & Services



This year, the importance residents place on accessing information and services has declined for all three service priorities that comprise this category. The majority of residents continue to consider online registrations, payments and e-services (69%) and communications and announcements from the City (74%) to be important, but not to the same extent as in 2022. Video streaming of Council proceedings is considered to be important by 29% of residents, down from 35% in 2022. Consistent with the lower importance accorded to these areas is a declining preference to increase service levels in all three of these areas. For online registrations, payments and e-services and communications and announcements from the City, the majority preference is to maintain current service levels.

SERVICE IMPORTANCE & PERFORMANCE

	2020	2022	2024
Base: Total residents	1,187	643	805
Importance of Service (% Very Important / Importa	nt)		
Online registrations, payments and e-services	76%	75%	69% ▼
Communications and announcements from City	80%	81%	74% ▼
Video streaming of Council proceedings	25%	35%	29% ▼
City Performance (% Very Good / Good)			
Online registrations, payments and e-services	57%	51%	51%
Communications and announcements from City	42%	39%	42%
Video streaming of Council proceedings	14%	19%	15%

SERVICE FUNDING

	2020	2022	2024
Service Should Be Increased (% Increased)			
Base: Total residents	1,187	643	805
Online registrations, payments and e-services	16%	19%	12% ▼
Communications and announcements from City	23%	28%	16% ▼
Video streaming of Council proceedings	4%	7%	4% ▼
How Increase Should Be Funded (% Tax increase)			
Base: Those who think the service should be increased	35-258	45-183	29-125
Online registrations, payments and e-services	6%	15%	10%
Communications and announcements from City	8%	10%	10%
Video streaming of Council proceedings	4%	12%	12%

▲▼ Denotes significant shifts between 2022 and 2024

Note: In 2014, this category of services was called "Getting you what you need" and included one service area (Online registrations and payments, video streaming of Council proceedings, social media postings, newspaper announcements, website, publications). In 2020, this service area was split up into three separate service areas. Therefore, 2014 results are not directly comparable to 2020 and 2022. In 2014, 54% of residents indicated that these services collectively was very important/important and 49% gave the City very good/good ratings on its performance on this group of services.

Q3. The following is a list of services that the City currently provides. First, please rate how important each service is to you. / Q4. Next, how satisfied are you with each of these services? / Q5. For the same services, please indicate for each one if you think it needs to be increased, decreased or maintained at the current level? / Q6. And, for those services you think need to be increased, how should those increases be funded?

Service Funding Preferences | Comparative Summary



SERVICE SHOULD BE

(Base: Total residents)

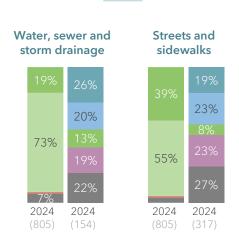
- Increased
- Maintained
- Decreased
- Don't know

HOW INCREASE SHOULD BE FUNDED

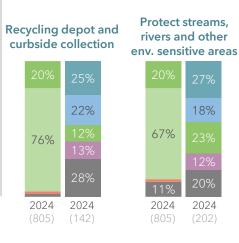
(Base: Among those who think the service should be increased)

- Combination of taxes / user fees
- Tax increase
- User fees
- Reducing other services
- Don't know

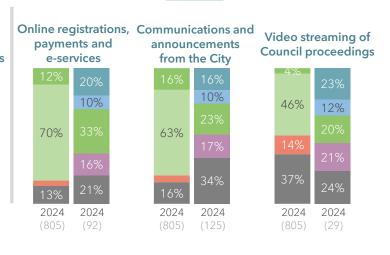
STREETS & UTILITIES



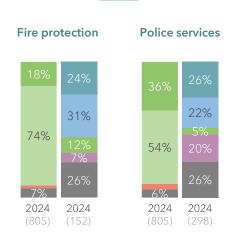
ENVIRONMENTAL SERVICES



ACCESSING INFORMATION & SERVICES



EMERGENCY SERVICES



GROWTH

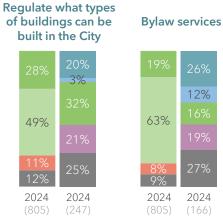
Attract new

businesses and

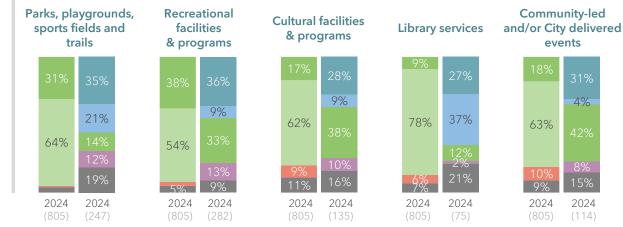
employers

2024

2024



PARKS AND RECREATION





SUMMARY OF FINDINGS

Preferred Communication Channels



Preferred Communication Channels

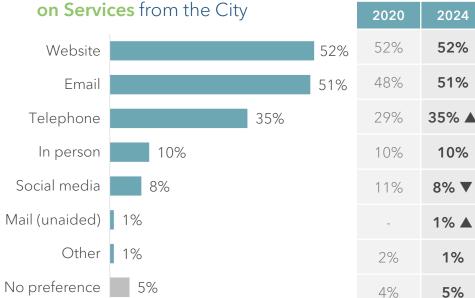


Residents **requesting information from the City on its services** prefer to receive this information via the City's website (52%) or by email (51%), which is consistent with 2020 preferences. Another 35% (up from 29% in 2020) prefer to receive information over the phone, with older residents 55+ being especially likely to say they prefer to use the phone (45%). Meanwhile, almost one-in-five younger residents (i.e., 18 to 34) prefer social media or in person communication when requesting information from the City on its services.

When it comes to **the City keeping residents up-to-date on news and developments**, the top preferred channels continue to be the website (48%), email (45%), followed by social media (32%) and the newspaper (27%, down from 32% in 2022). Older residents prefer to receive updates via the website, email or in the newspaper, while younger residents prefer the website, email and social media.

(See following slide for age breakdowns.)

Preferred Methods for Requesting Information



Preferred Methods for Receiving News and Developments from the City



2024	2020
48%	52%
45%	42%
32%	29%
27% ▼	32%
7%	6%
2%	2%
2% ▲	-
<1% ▼	4%
5% ▲	2%

Base (Total residents): 2020 (1,187); 2024 (805)

Note: Questions asked in 2020 and 2024.

▲▼ Denotes significant shifts between 2020 and 2024

Preferred Communication Channels By Age



Preferred Methods for Requesting Information on Services from the City

			Age	
	Total	18-34	35-54	55+
2024 Base:	805	26	168	611
Website	52%	53%	59%	44%
Email	51%	50%	55%	47%
Telephone	35%	16%	27%	45%
In person	10%	17%	5%	14%
Social media	8%	19%	10%	4%
Mail (unaided)	1%	-	2%	1%
Other	1%	3%	<1%	1%
No preference	5%	9%	5%	5%

Preferred Methods for Receiving News and Developments from the City

		Age			
	Total	18-34	35-54	55+	
2024 Base:	805	26	168	611	
Website	48%	41%	51%	48%	
Email	45%	38%	50%	41%	
Social media	32%	42%	42%	20%	
Newspapers	27%	27%	12%	41%	
In person meetings/ open houses	7%	12%	5%	7%	
Telephone	2%	-	2%	2%	
Mailout / newsletter (unaided)	2%	-	3%	1%	
Other	<1%	-	-	1%	
No preference	5%	9%	5%	5%	

Higher than other age group(s)



SUMMARY OF FINDINGS

Comments from Residents



Comments from Residents



Comments shared by residents continue to be focused on the same topics as in historical survey waves. However, this year, a higher proportion of comments centre on engaged, healthy community (22%, up from 14% in 2022) and diversified, thriving economy (12%, up from 4%).

Many areas related to engaged, healthy community are of increasing concern to residents, with homelessness (8%), drug use/crime (8%), and policing/safety comments (7%) all more than doubling since 2022.

In the area of diversified, thriving economy, more residents mention shopping/restaurants (8%, up from 3%), and the need to attract more businesses/increase the tax base/create jobs within the City (6%, up from 2%).

Comments	2020	2022	2024
Base: Total residents	1,187	643	805
Engaged, Healthy Community (NET)	16%	14%	22%▲
Homelessness	6%	3%	8%▲
Drug use / crime	4%	4%	8%▲
Policing / safety	3%	2%	7%▲
Recreation (parks, trails, leisure centre, library)	4%	4%	5%
Governance & Corporate Excellence (NET)	12%	17%	21%
Value for taxes	4%	3%	5%
Municipal Staff / Workers / Council	2%	5%	5%
Liveable Community (NET)	18%	17%	20%
Planning / Development / Zoning	6%	7%	8%
Roads / Road maintenance / Traffic	4%	4%	7%▲
Diversified, Thriving Economy (NET)	6%	4%	12%▲
Shopping / Restaurants*	3%	3%	8%▲
Need more business / improve tax base / create jobs	5%	2%	6%▲
Climate Leadership & Environmental Stewardship (NET)	2%	3%	3%
Maintenance of City property / green space	1%	1%	2%
Green space / farmland	1%	3%	1%▼
Recycling / green waste / composting services	1%	<1%	1%
No comments	53%	53%	44%▼

Note: New question added in 2020.

Note: Comments were grouped based on the City's priorities. Showing major mentions within each category of comments.

*2020 wording: Shopping

▲▼ Denotes significant shifts between 2022 and 2024





SUMMARY OF FINDINGS

Final Summary

QUALITY OF LIFE

Most residents are satisfied with their quality of life in Maple Ridge, but assessments have been trending down since 2020. Residents continue to be worried about homelessness, crime/safety and addiction/drug use in in the City. They also want to see more retail, shopping and restaurants in Maple Ridge in the coming years.

2 SATISFACTION WITH MUNICIPAL SERVICES AND VALUE
Satisfaction with municipal services and with the value of services for the property taxes paid have stabilized after losing ground for the past two waves. Feedback continues to be mixed on both these fronts.

SERVICE AREAS PRIORITIES AND PERFORMANCE

Residents continue to place a high priority on emergency services, streets and utilities, environmental services, parks/playgrounds/sports field/trails and attracting new businesses/employers. Services that are also considered important, but where satisfaction is not on the same level are attracting new businesses/employers, regulating the types of businesses that can be built, bylaw services, City communications and announcements, and streets and sidewalks.

For most service areas, the general preference is to maintain current service levels. However, the one area where the majority would like to see increased service levels is attracting new businesses/employers. That said, residents cannot agree how to fund this, other than to be clear that it should not be through a pure tax increase.



Appendix



Resident Profiles



			2024
Gende	r (bas	e)	805
	Male		46%
	Female		46%
(M.)(A),	Other		<1%
	Prefer not to answer		8%
Age			
	18 to 24		2%
	25 to 34		6%
	35 to 44		14%
	45 to 54		30%
	55 to 64		18%
	65+		30%
Years L	ived in Maple Ridge		
	Less than 1 year		1%
	1 to 4 years		8%
	5 to 10 years		11%
	11 to 20 years		24%
	More than 20 years		53%
	Can't recall / prefer not to s	ay	4%

			2024
House	hold Composition	(base)	805
	Single with no children		13%
	Single with children		4%
200	Couple with no children		26%
'	Couple with children		42%
	Other		4%
	Prefer not to answer		10%
Home	Tenure		
	Own		79%
	Rent		10%
	Prefer not to answer		10%

Service Level Preferences



		2014			2020			2022			2024	
Service	Increased	Maintained	Decreased									
Attracting new businesses and employers	57%	36%	2%	68%	22%	2%	60%	27%	5%	63%	26%	2%
Streets and sidewalks	31%	66%	1%	43%	55%	0%	47%	49%	1%	39%	55%	1%
Recreational facilities and programs (leisure centre, pools, ice rinks, gymnasiums, lessons, registered & drop-in programs)**	20%	75%	2%		N/A		42%	53%	1%	38%	54%	3%
Protecting streams, rivers and other environmentally sensitive areas	22%	67%	2%	30%	60%	3%	37%	55%	1%	20%	67%	2%
Police services	26%	66%	3%	37%	57%	2%	36%	55%	3%	36%	54%	4%
Parks, playgrounds, sports fields and trails	21%	74%	1%	29%	67%	2%	35%	61%	1%	31%	64%	1%
Regulating what types of buildings can be built in specific areas of the City	20%	61%	7%	22%	56%	10%	34%	49%	7%	28%	49%	11%
Communications and announcements from the City		N/A		23%	60%	3%	28%	57%	3%	16%	63%	5%
Bylaw services ¹	16%	68%	7%	22%	63%	5%	27%	59%	4%	19%	63%	8%
Recycling depot and curbside collection	26%	71%	1%	24%	72%	2%	23%	74%	1%	20%	76%	2%
Community-led and/or City delivered special events, activities, and festivals		N/A			N/A		21%	66%	6%	18%	63%	10%
Cultural facilities and programs (theatres, museums, registered and drop-in programs)*	10%	74%	8%	16%	69%	6%	20%	66%	5%	17%	62%	9%
Online registrations, payments and e-services ²		N/A		16%	69%	2%	19%	69%	2%	12%	70%	4%
Water, sewer and storm drainage	10%	84%	1%	18%	76%	0%	18%	75%	<1%	19%	73%	1%
Fire protection	10%	84%	2%	15%	79%	2%	18%	77%	1%	18%	74%	2%
Library services	5%	80%	10%	9%	78%	7%	12%	76%	5%	9%	78%	6%
Video streaming of Council proceedings		N/A		4%	44%	13%	7%	49%	11%	4%	46%	14%

Base: Total residents 2024 (805), 2022 (643), 2020 (1,817), 2014 (893-896)

^{**}In 2014 and 2022, residents rated 'Recreational facilities and programs' as a whole, but in 2020, 'Recreational programs' and 'Recreational facilities' were rated separately.

^{*}Wording before 2022: 'Cultural facilities (theatres, museums) and programs.'

¹ e.g. response to noise complaints, neighbourhood disputes, enforcing regulations / ² e.g. building permit enquiries, recreation program registration, report a concern service Q5. For the same services, please indicate for each one if you think it needs to be increased, decreased or maintained at the current level?

How Service Increases Should Be Funded



	20	14	20	20	202	22	2024	
Service	Increase taxes and/or user fees	Reduce other services	Increase taxes and/or user fees	Reduce other services	Increase taxes and/or user fees	Reduce other services	Increase taxes and/or user fees	Reduce other services
Fire protection	72%	10%	73%	13%	74%	4%	67%	7%
Police services	69%	11%	66%	14%	58%	14%	53%	20%
Streets and sidewalks	56%	16%	53%	18%	51%	20%	50%	23%
Protecting streams, rivers and other environmentally sensitive areas	69%	9%	70%	11%	61%	20%	68%	12%
Library services	89%	2%	80%	3%	75%	10%	76%	2%
Water, sewer and storm drainage	73%	9%	61%	13%	67%	15%	59%	19%
Recycling depot and curbside collection	68%	12%	62%	12%	63%	16%	59%	13%
Parks, playgrounds, sports fields and trails	66%	11%	77%	11%	67%	13%	70%	12%
Bylaw services ¹	65%	14%	65%	11%	52%	21%	54%	19%
Communications and announcements from the City	N	/A	47%	15%	44%	16%	49%	17%
Attracting new businesses and employers	55%	13%	52%	12%	50%	18%	44%	22%
Recreational facilities and programs (leisure centre, pools, ice rinks, gymnasiums, lessons, registered and drop-in programs)**	85%	9%	N/	'A	76%	12%	78%	13%
Online registrations, payments and e-services ²	N	/A	56%	13%	66%	13%	63%	16%
Regulating what types of buildings can be built in specific areas of the City	72%	9%	57%	12%	57%	18%	55%	21%
Community-led and/or City delivered special events, activities, and festivals	N	/A	N/	/A	75%	6%	77%	8%
Video streaming of Council proceedings	N	/A	48%	23%	40%	19%	55%	21%
Cultural facilities and programs (theatres, museums, registered & drop-in programs)*	79%	3%	81%	5%	74%	9%	75%	10%

Base: Total residents 2024 (29-505), 2022 (45-390), 2020 (35-776), 2014 (42-533)

^{**}In 2014 and 2022, residents rated 'Recreational facilities and programs' as a whole, but in 2020, 'Recreational programs' and 'Recreational facilities' were rated separately.

^{*}Wording before 2022: 'Cultural facilities (theatres, museums) and programs.'

¹ e.g. response to noise complaints, neighbourhood disputes, enforcing regulations / ² e.g. building permit enquiries, recreation program registration, report a concern service Q6. And for those services you think need to be increased, how should those increases be funded?



Maple Ridge The City Wants to Hear From You

May 31, 2024

Dear Resident,

Re: Participate in our Citizen Satisfaction Survey

The City of Maple Ridge invites you to participate in an important survey. Your feedback will ensure that we make decisions that reflect the priorities of the city's residents. Your household has been <u>randomly selected</u> to participate in this survey, which will take approximately 12 minutes to complete online.

In appreciation of your time, you are also invited to enter our survey prize draw for a chance to win one of the following:

- 1 \$500 e-gift card
- 1 \$250 e-gift card
- 5 Parks, Recreation & Culture gift cards of \$50 each
- 5 Supermarket gift cards of \$100 each
- 5 Skip the Dishes gift cards of \$50 each
- 5 Downtown Maple Ridge Business Improvement Assoc. gift cards of \$25 each (choose from several downtown Maple Ridge businesses, including three local craft breweries)

To complete the survey:

Go to: https://snts.ca/mr and enter passcode: [TOKEN]

OR

Scan the QR code below using your phone's camera:

[QR CODE]

The survey link / QR code is <u>unique to your household</u> and can only be <u>used once</u>. We are interested in hearing from all voices, aged 18 years or older - including renters, homeowners, new and long-term residents – everyone's opinion matters!

The survey deadline is June 17, 2024

If you have any questions, please email: citizensurvey@sentis.ca, or call Sentis toll-free at 1-855-958-3985 (Mon-Fri: 10am-8pm, Sat: 11am-5pm).

Thank you for taking part in this survey. Your feedback is important to us.

With appreciation,

Dan Ruimy | Mayor

Sentis has been enlisted to conduct this survey on behalf of the City of Maple Ridge. Your responses will be completely confidential and anonymous. If you wish to verify the survey, call Maple Ridge City Hall: 604-463-5221.





City of Maple Ridge Citizen Survey 2024

Landing Page

ONLY FOR THOSE WHO ENTER THE SURVEY VIA THE PASSCODE (THEY DO NOT USE THE QR CODE)

Mail Sample Landing Page URL: https://snts.ca/mr

Survey URL: mapleridge.sentis.ca



Welcome to the City of Maple Ridge 2024 Citizen Survey.

To access the survey, please enter the survey passcode that was mailed to you in the letter invitation.

Start Survey

(Your passcode will be in the letter we mailed in the gray-shaded box. It is 2 letters followed by 5 numbers.)

If you would like to verify the survey, you can contact main reception at 604.463.5221 or dolivieri@mapleridge.ca.

Privacy Policy Contest Rules For help with the survey or technical support, call Sentis toll-free at 1-855-958-3985 or email citizensurvey@sentis.ca





Intro Page

FOR ALL RESPONDENTS, INCLUDING THOSE WHO ENTER USING THE QR CODE

Thanks for taking part in the City of Maple Ridge 2024 Citizen Survey!

Your feedback will ensure that we make decisions which reflect the priorities of our residents.

In appreciation for your valuable input, you will be entered into a prize draw for a chance to win one of the following:

- 1 \$500 e-gift card
- 1 \$250 e-gift gift card
- 5 Parks, Recreation & Culture gift cards of \$50 each
- 5 Supermarket gift cards of \$100 each
- 5 Skip the Dishes gift cards of \$50 each
- 5 Downtown Maple Ridge Business Improvement Assoc. gift cards of \$25 each (choose from several downtown Maple Ridge businesses, including three local craft breweries)

The survey takes about 10-12 minutes to complete and all your responses will remain confidential and anonymous.

Click 'Next' to start the survey.

Screener

- QS1. Is anyone in your household an elected official of the City of Maple Ridge or an employee of the City of Maple Ridge?
 - 1. I or someone in my household is a City elected official or works for the City
 - 2. No one in my household (including myself) is a City elected official or works for the City

[IF NO, CONTINUE. IF ANYONE WORKS FOR MAPLE RIDGE TERMINATE AND DISPLAY THIS MESSAGE:] The survey and prize draw are not open to employees (or their families) or elected officials of the City of Maple Ridge. Thank you for your interest.

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

1. Under 18 years [TERMINATE]

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 98. Don't know	[TERMINATE]
	What is your p	ostal code? tal code with no spaces.
		[TERMINATE POSTAL CODES THAT DO NOT START WITH V2W, V2X OR V4R]
	Don't know	[TERMINATE]

[TERMINATE IF UNDER 18 YEARS OLD/NOT MAPLE RIDGE RESIDENT/DO NOT RESIDE IN MAPLE RIDGE FSAS AND DISPLAY THIS MESSAGE:] We are looking to survey people aged 18 years of age or older who live in the City of Maple Ridge, so this will be our last question. Thank you for your interest.

Main Survey

- Q1a. The Maple Ridge local government provides a number of services. In general, how would you rate the municipal services you receive in Maple Ridge?
 - 5. Very good
 - 4. Good
 - 3. Neither good nor poor
 - 2. Poor
 - 1. Very poor
 - 98. Don't know

DO NOT ASK Q1B IF Q1A IS DON'T KNOW [Q1A = 98]

- Q1b. Why do you rate it as [INSERT RATING FROM Q1a]? Please type in your reasons below
- Q2. And how would you rate the **overall value** of services you receive for the property taxes paid?

(The municipal share of your property taxes is approximately 70% of your tax bill, with the remainder going to the School Levy, Metro Vancouver Regional District and other authorities)

- 5. Very good value
- 4. Good value
- 3. Neither good nor poor value
- 2. Poor value
- 1. Very poor value
- 98. Don't know

DO NOT ASK Q2B IF Q2 IS DON'T KNOW [Q2 = 98]

Q2b. Why do you rate it as [INSERT RATING FROM Q2]? Please type in your reasons below



- Q3. The following is a list of services that the City currently provides. First, please rate **how important each service is to you**.
- Q4. Next, **how satisfied** are you with each of these services?

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

				rtant is to you?					ne cur			
	Very Important	Impor- tant	Neither Unim- portant Nor Import ant	Not Important	Not at All Important	Don't Know	Very Good	Good	Neither Good Nor Poor	Poor	Very Poor	Don't Know
Emergency Services												
Fire Protection												
Police Services												
Growth			ı			ı						
Attracting new businesses and employers												
Regulating what types of buildings can be built in specific areas of the City												
Bylaw services (response to noise complaints, neighbourhood disputes, enforcing regulations)												
Parks and Recreation												
Parks, playgrounds, sports fields and trails												
Recreational facilities and programs (leisure centre, pools, ice rinks, gymnasiums, lessons, registered & drop-in programs)												
Cultural facilities and programs (theatres, museums, registered and drop-in programs)												
Community-led and/or City delivered special events, activities, and festivals												
Library services												
Streets and Utilities												
Water, sewer, and storm drainage												



Streets and sidewalks							
Environmental Services							
Recycling depot and curbside collection							
Protecting streams, rivers and other environmentally sensitive areas							
Accessing Information &	Service	s					
Online registrations, payments, and e-services (building permit enquiries, recreation program registration, report a concern service)							
Communications and announcements from the City							
Video streaming of Council proceedings							

Q5. For the same services, please indicate for each one if you think it needs to be **increased**, **decreased or maintained at the current level**?

[Q6 ONLY APPEARS FOR THOSE SERVICES RESPONDENT WANT TO BE 'INCREASED' IN Q5]

Q6. And for those services you think need to be increased, how should those increases be funded?

	TI	he service	should be	•••		Fund the	increase t	hrough	
	Increased	Maintained	Decreased	Don't Know	Tax Increase	User Fees	Combin- ation of Taxes and User Fees	Reducing Other Services (specify)	Don't know
Same list as previous									



No issues / Don't know

Q11a. What are your preferred methods for requesting information on municipal services from the City of Maple Ridge? (e.g., confirming property tax deadlines, submitting a bylaw call for service, reporting a burnt out street light)? Select up to two responses. RANDOMIZE

1.	Email
2.	Telephone
3.	Website
4.	Social media
5.	In person
96.	Other
97.	No preference
	And how would you prefer the City keep you up-to-date on news and developments? Select up to two ases. RANDOMIZE
1.	Email
2.	Telephone
3.	Website
4.	Social media
5.	In person meetings/open houses
6.	Newspaper
96.	Other
97.	No preference
And n	ow onto a different subject.
Q8. O	verall, how satisfied are you with the quality of life in Maple Ridge?
	5. Very satisfied
	4. Somewhat satisfied
	3. Neither satisfied nor dissatisfied
	2. Somewhat dissatisfied
	1. Very dissatisfied
Q15.	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? <i>Please type in up to three issues below</i> [3 SEPARATE TEXT BOXES ARE NEEDED]



Demographics

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

QS2.	How do you identify?
	1. Male 2. Female 96. Other 97. Prefer not to answer
QD1.	How long have you lived in Maple Ridge? [RANGE=0 TO 99] <i>Enter number of years. Enter 0 for less than 1 year.</i>
	Can't recall or prefer not to say
QD2.	Do you own or rent your home?
	 Own Rent Prefer not to answer
QD3.	Which of the following best describes your current living situation?
	 Single with no children Single with children Couple with no children Couple with children Other Prefer not to answer
Q14.	Please use the space below for any other thoughts or comments you may have on the topics covered in this survey and/or about anything else you want to share with the City. <i>Please type in your comments below</i> [OPTIONAL]



QF1. Thank you for your input! If you would like to be entered into the prize draw, please provide the following information: [OPTIONAL]

Your name will not be linked to your survey responses and will only be used to contact you if you are a winner.

Name:
Email:
or
Phone:
Enter your phone number without spaces or dashes

Thank-you. You are now entered into the prize draw.

[IF EMAIL PROVIDED IN QF1, ASK QF2]

- QF2. May the City of Maple Ridge also use your email to communicate with you regarding the results of this survey?
 - 1. Yes
 - 2. No

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

If you would like to sign up for or learn more about the City's enewsletter, please visit here.

LINK FOR ABOVE:

mapleridge.ca/stayconnected