

# City of Maple Ridge

## 2014 Citizen Satisfaction Survey

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**Background,  
Objectives &  
Methodology**



**Executive  
Summary**



**Summary of  
Findings**



**Appendix**  
**Pre-notification Letter  
Questionnaire**

# contents



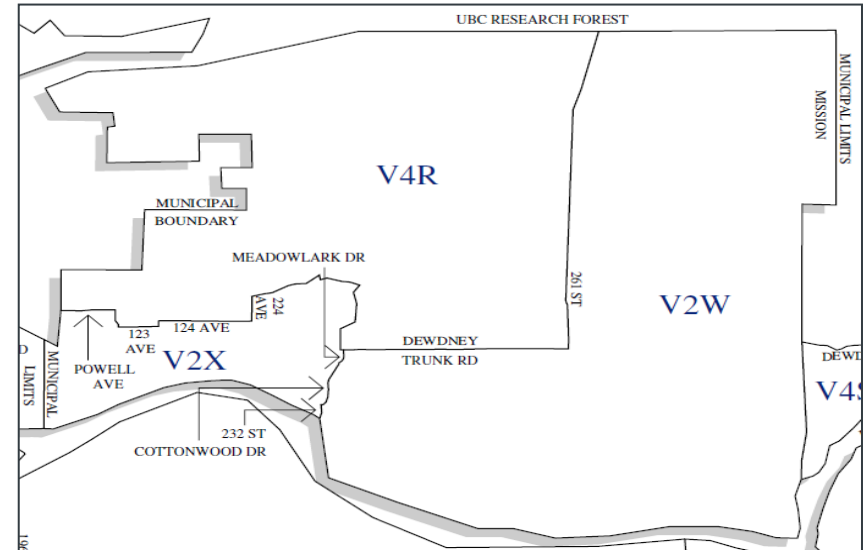
# Background, Objectives & Methodology

## Background & Objectives

- Since 2003, the City of Maple Ridge has been conducting citizen surveys to assist in its strategic planning. Previous Citizen Satisfaction surveys were conducted in 2003, 2006, 2008 and 2012.
- This year, the Citizen Satisfaction Survey content has been refined to result in a shorter, more focused survey that provides specific service area ratings beyond just importance and satisfaction. Specifically, questions around future service level preferences and funding preferences were restructured to be asked of each specific service area.
- Prior to 2012, the research was conducted via telephone. In 2012, a letter-to-online methodology was introduced, which was also used for this year's study.
- The mail-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:
  - Residents without listed landlines can be included
  - The online survey is more suitable given the type and length of survey questions.
- The City of Maple Ridge commissioned Sentis Market Research to design and conduct the aforementioned research. This report contains the detailed findings from the 2014 Citizen Satisfaction Survey.

## Survey Design & Data Collection

- A total of 4,150 randomly selected Maple Ridge households were mailed pre-notification letters asking for their participation in the online survey.
- The letter (a copy of which can be found in the Appendix) included a brief description of the study, stressed the importance of participating and provided a link and unique password to the online survey.
- The letter also included details about the prize draw. To increase response to the survey a variety of draw prizes were offered as an incentive for those who participated. Prizes included:
  - 1 grand prize of an iPad Air (32GB)
  - 1 Kobo eReader
  - 3 Big Feast gift certificates of \$100 each
  - 4 Parks and Leisure gift cards of \$50 each
  - 4 Golden Ears Cheesecrafters gift certificates of \$25 each
  - 4 Bruce's Country Market gift cards of \$25 each
- A total of 897 surveys were completed between September 9<sup>th</sup> and October 1<sup>st</sup>, 2014. With an overall response rate of 22%, the large majority of surveys were completed online (846) rather than over the phone (51).
- In order to qualify for the survey, residents had to be at least 18 years of age, reside within Maple Ridge and no one in the household could be an elected official or an employee of the City.
- Below is a map of the three FSAs in Maple Ridge that were invited to participate in the 2014 Citizen Satisfaction Survey.
- To ensure the final sample was reflective of the City'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 a sample of 897 is +/-3.3%.
- Where available, past trends have been shown or footnoted for reference throughout this report. However, given the significant changes to the 2014 survey, comparisons to past results (where provided) should be viewed with caution.



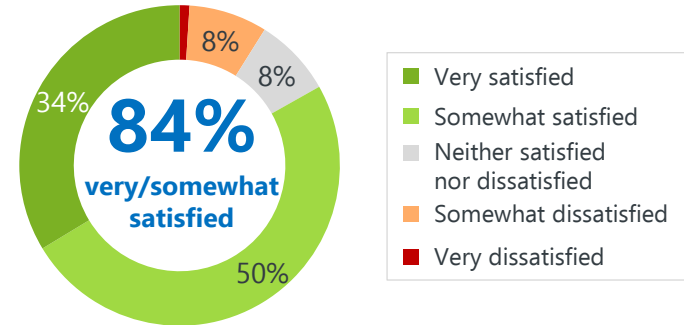


# Executive Summary



## Quality of Life in Maple Ridge

- **Satisfaction with the quality of life in Maple Ridge is the highest it has been since 2003**, with 84% being very/somewhat satisfied and only 1-in-10 being dissatisfied.
- Residents praise the City for its recreational offerings, natural environment and rural character, while criticizing the homelessness/poverty, growing crime rate and lack of shopping/economic growth.



## Satisfaction with Municipal Services and Value

- **Resident's overall satisfaction with municipal services is at best, moderately positive.** Just over one-half of residents (53%) rate overall municipal services as good/very good while another one-third are unsure or 'on the fence' (i.e. rating as neither good nor poor).
- **When it comes to value for taxes, residents' evaluations are mixed** - 33% rate the overall value of services for property taxes paid as good/very good, another 44% rate the value as neither good nor poor or are unsure, leaving one-quarter who feel the value they get is poor/very poor.
- In order to improve overall satisfaction perceptions *and* value perceptions for the taxes paid there are three areas the City made want to consider addressing:
  - Attracting New Businesses and Employers – this is a highly important area to the large majority of residents, yet it only earns a positive rating from 22%. Further, as noted above, the lack of local shopping, jobs and businesses is one of the main criticisms residents have about living in Maple Ridge. Currently, 6-in-10 residents feel it is an area that deserves to be increased, but there is no consensus among residents as to how to fund the increase.
  - Streets and Sidewalks – key driver analysis identified this area as having the greatest potential to positively improve overall perceptions of municipal services and their value for the taxes paid.
  - Garbage Collection – on an *unprompted* basis, broadly 2-in-10 residents name this service as the reason behind their overall rating of City services, the same number mention it as the service that the City currently does not offer, but should *and* historically, garbage collection has been raised as a service that should be considered. Taken together, the City may want to consider addressing this item in some manner.

## Service Area Priorities and Performance

- Of the six broad service categories that encompass 14 specific service areas, **the City earns its highest ratings in the categories of Protective Services (PS) and Parks and Recreation (P&R)**. These are categories where the City is performing at or exceeding resident expectations. The focus for Maple Ridge in these categories should be to maintain current service levels, or in the case of library services and culture facilities and programs, ensure it does not over-deliver.
- The category of **Community Growth (CG)** receives the least positive reviews from residents with less than 4-in-10 rating good/very good. When it comes to attracting new businesses and employers, residents are just as likely to rate performance negative as they are to simply lack an opinion. When it comes to the other areas in this category (bylaw services and regulating development), residents tend to simply lack an opinion on City performance, rather than being dissatisfied with the services.

### Legend

<b>PS</b>	Protective Services
<b>P&amp;R</b>	Parks and Recreation
<b>CG</b>	Community Growth
<b>S&amp;U</b>	Streets and Utilities
<b>ES</b>	Environmental Services
<b>GYWYN</b>	Getting You What You Need

See specific service area details on page 26.





## Service Area Priorities and Performance (continued)

- **The service category of Streets and Utilities (S&U) impacts both satisfaction with municipal services and the perception of value for property taxes paid *plus* residents accord it a high level of importance.** However, the specific service area of streets and sidewalks only earns positive ratings from 55% of residents (another 20% are undecided and 24% give negative ratings). Coupled with the reality that most residents do not want to see a service increase in this area, this could indicate there is simply a need for better maintenance and repair, rather than significant improvements and upgrades. Residents feel the City is currently performing well in the area of water, sewer and storm drainage so it would follow that the focus would be on simply maintaining current service levels.
- **Environmental Services (ES):** As previously mentioned, Maple Ridge residents hold the natural environment of the City in high regard so it follows that virtually all residents rate the two service areas in this category as being important or very important. **While the majority feel the City is performing well when it comes to recycling depot and curbside collection, ratings are relatively lower for protecting streams, rivers and other environmentally sensitive areas.** Contributing to the latter's lower ratings are the 1-in-5 residents who are unable to rate the City's performance – they simply have no idea what the City does on this front. To address this, the City may want to consider focusing more on communication, such as promoting/sharing any protection initiatives with the community.

## Changing/Adding Levels of Service

- When it comes to increasing, maintaining or decreasing service levels, **residents generally want the City to maintain service levels across all areas.** The only area that **the majority of residents would like to see increased is attracting new businesses and employers** to the City. In terms of funding this increase, there is no clear preference among these residents (plus 31% admit they just don't know how to fund it).
- Few residents want to see any one service area decreased and when it comes to funding increases; of the four funding options presented, residents are the least apt to want to reduce services in one area to fund increases in another. Further, across most service areas, a notable proportion of residents who advocate an increase in a given area admit to not knowing how the increase should be funded. **In short, most residents are not willing to make the tough 'cut' decisions and may be relying on the City to come up innovative ways to increase (and/or maintain) current service levels.**
- **When asked about services the City should start providing, on an unprompted basis, 62% did not offer any suggested services, followed by 19% who mentioned garbage collection and 6% who mentioned green waste/composting.** No other services were mentioned by more than 2% of residents.

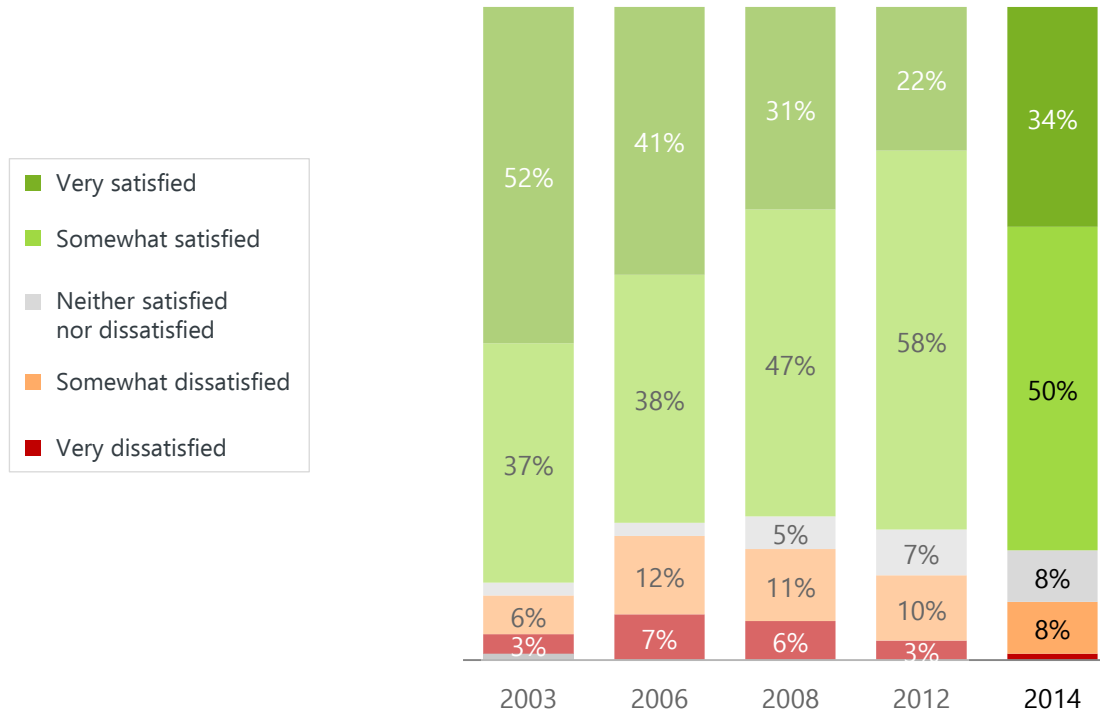


## Summary of Findings

# Satisfaction With Quality Of Life In Maple Ridge

- Overall satisfaction with the quality of life in Maple Ridge is the highest it has been since 2003, with 84% of residents saying they are somewhat (50%) or very satisfied (34%). Only 1-in-10 are dissatisfied with their quality of life in Maple Ridge which is lower than it has been in past waves.
- Those who are relatively newer residents are especially positive about the quality of life in the City.

## Satisfaction with Quality of Life



Base (Total residents responding): 2003 (n=911), 2006 (n=400), 2008 (n=400), 2012 (n=696), 2014 (n=897)

Note: In 2003, 1% of residents answered "don't know". The answer option was removed from the following years.

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

# Most Like About Living In Maple Ridge

- Generally consistent with two years ago, Maple Ridge residents particularly enjoy the City because of its small community 'feel', recreational offerings, natural environment and parks.
- Younger residents (under 35) are more apt to mention that they like the natural environment of the City and the access to recreational activities/facilities, while their older counterparts (55 and over) are more focused on the small town feel and rural character of Maple Ridge.

	Total 2003	Total 2006	Total 2008	Total 2012*	Total 2014
<b>Base:</b> Total residents responding	911	400	400	677	897
Major Mentions Only	%	%	%	%	%
Access to recreational activities, facilities	3	4	3	18	22
Smaller community	37	29	26	25	17
Scenery / beautiful	2	-	-	19	17
The parks	2	2	2	30	16
The amount of green-space / surrounding environment (forests)	2	-	5	14	13
Rural character	30	30	28	13	12
Lakes / rivers	-	-	2	14	12
Quiet community	7	3	5	11	11
Access to outdoors	24	37	25	29	11
Everything I need is close by	-	-	-	-	8
People	11	16	11	24	8
Good place for families / raising children	-	-	-	-	7
Community spirit	17	11	18	10	6
Housing / affordable housing	-	-	3	13	6
Proximity to Vancouver and other major centres	4	2	3	11	6
Low volume traffic / easy to get around	-	-	-	-	5
Quality shopping is nearby	3	2	2	13	5
Other	-	-	-	-	4
Nothing	-	-	-	-	2

Note: Only major mentions of 5% or more are shown.

\*Caution: 2012 results are based only among residents giving a comment..

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

# Least Like About Living In Maple Ridge

- Maple Ridge residents continue to be most critical about two central issues - homelessness/poverty, crime and drugs and the local economy (i.e. having enough shopping, having local jobs and businesses, etc.). A third issue of concern to residents is traffic congestion and transportation. Concern over a lack of shopping opportunities, which spiked in 2012, has now settled back at levels seen in 2006 (just over 20% mention this as what is missing in the area.)
- Younger residents (those under 35) express the most concern about the growing crime rate and the increase in grow-ops, while those over 55 are more likely to cite traffic congestion as an issue. Among residents 35 and over, the lack of shopping in Maple Ridge is a common criticism.

	Total 2003	Total 2006	Total 2008	Total 2012*	Total 2014
<b>Base:</b> Total residents responding	911	400	400	667	897
Major Mentions Only	%	%	%	%	%
Homelessness / poverty	4	15	12	16	23
Lack of shopping opportunities	11	22	29	51	22
Growing crime / policing not strict enough	12	10	11	17	16
Traffic congestion / state of transportation	12	8	10	18	15
Downtown core is rundown / presence of Salvation Army Soup Kitchen	4	2	6	13	14
Increasing incidence of drugs / grow-ops	3	8	6	11	12
Lack of jobs / business	2	2	7	9	8
Taxes are too high / housing prices are too high	2	2	5	15	7
Overdevelopment of housing	6	4	1	6	7
No garbage pick up / high cost at transfer station / garbage being dumped	-	-	-	10	7
Lack of public transport	6	6	9	17	6
Lack of social activities / opportunities	3	3	4	5	6
Roads (esp. Lougheed Hwy) not maintained or big enough / need more roads	4	3	5	10	6
Poor urban planning / poor long-term planning / city government to blame	4	5	6	10	5
Lack of community services	1	1	6	10	5
Other	-	-	-	-	9
Nothing	-	-	-	-	5

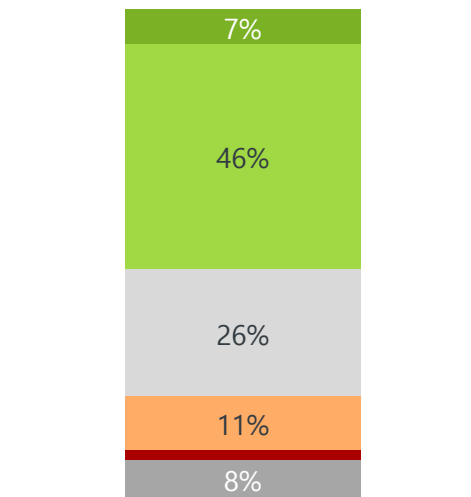
Note: Only major mentions of 5% or more are shown.

\*Caution: 2012 results are based only among residents giving a comment.

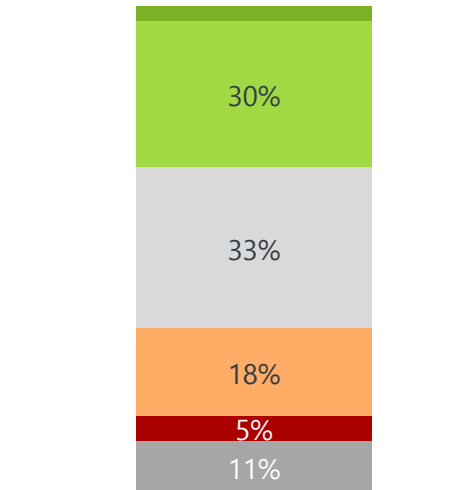
Q10. What do you like least about living in Maple Ridge?

- Maple Ridge residents are moderately satisfied or undecided about the municipal services they receive. Specifically, 53% rate them as good to very good, while another one-third are not sure (rating them as neither good nor poor or simply saying they don't know).
- When it comes to the *value of the services* for the property taxes paid, residents give mixed reviews – 33% feel the value is good/very good, 44% are unsure, leaving 23% who feel the value is actually poor or very poor.
- Homeowners and those in the highest earning households (HH income is \$100k/year or more) tend to be the least positive about the value of the services they receive for the taxes paid compared with their counterparts.

## Satisfaction with Municipal Services



## Perceived Value of Services



■ Very good ■ Good ■ Neither good/poor ■ Poor ■ Very poor ■ Don't know

Base (Total residents responding): 2014 (n=897)

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?

Q2. And how would you rate the overall value of services you receive for the property taxes paid?



# Reasons For Municipal Services Satisfaction Ratings

- When asked for the reason for their overall rating of municipal services, the top unprompted response was lack of garbage collection, mentioned by broadly one in five residents (18%). Lack of garbage collection was the top reason given by those residents who rate overall municipal services as 'neither good nor poor' and the top reason given by those who rated the services as 'poor or very poor'.
- The next most common reason was that they had no complaints, think the services are good and/or think services are comparable to other cities (mentioned by 15%). This reason was the top response given by those who rate overall municipal services as 'very good or good'.
- Other reasons given to support their ratings included good recreation (parks, trails, etc.) (8%), good maintenance of City property and good municipal staff (each mentioned by 7%). Another 7% mentioned the lack of recycling/green waste/composting services.

# Reasons For Municipal Services Satisfaction Ratings

All Residents	(897)
Lack of garbage collection	18%
No complaints / good service / comparable to other cities	15%
Good recreation (parks, trails, leisure centre, library)	8%
Good maintenance of City property / green space	7%
Good municipal staff / workers / Council	7%
Lack of recycling / green waste / composting services	7%
Poor roads / road maintenance	5%
High taxes / poor values for taxes	5%

Note: Only major mentions of 5% or more are shown

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?

Q1b. Why do you rate it as [Q1a answer]?

# Importance of Specific Services

- The 2014 Citizen Satisfaction Survey presented residents with a list of 14 service priorities that make up 6 broader service categories. Residents were first asked to rate the level of importance they place on each service and then asked to rate the City's performance.
- Broadly in line with 2012, residents place the highest priority (importance) on services related to Protective Services (fire and police), Environmental Services and Streets and Utilities. They place lower priority on services falling into the categories of Parks and Recreation, Community Growth and Getting You What You Need.

Service Priorities Based On Mean Importance Rating		
Category	Service	2014
Protective Services	Fire protection	4.8
Protective Services	Police services	4.8
Environmental Services	Recycling depot and curbside collection	4.6
Streets and Utilities	Water, sewer and storm drainage	4.6
Environmental Services	Protecting streams, rivers and other environmentally sensitive areas	4.5
Streets and Utilities	Streets and sidewalks	4.5
Parks and Recreation	Parks, playgrounds, play fields and trails	4.4
Community Growth	Attracting new businesses and employers	4.4
Parks and Recreation	Recreational facilities (leisure centres, pools, ice rinks, gymnasiums) and programs	4.3
Community Growth	Bylaw services (response to noise complaints, neighbourhood disputes, enforcing regulations)	4.1
Community Growth	Regulating what types of buildings can be built in specific areas	4.1
Parks and Recreation	Library services	3.9
Parks and Recreation	Cultural facilities (theatres, museums) and programs	3.7
Getting You What You Need	Online registrations and payments, video streaming of Council meetings, social media postings, newspaper announcements, website publications	3.6

Base (Total residents responding): 2014 (n=897)

Note: In 2012, the top service priorities were safe drinking water, guaranteed level of fire response to emergency calls, targeting property crime and protecting streams, rivers and other environmentally sensitive areas. Bottom service priorities were enforcing parking regulations, regulating secondary suites and promoting tourism.

Q3. The following is a list of services that the City currently provides. First, please rate how important each service is to you.

# City Performance in Providing Specific Services

- The City of Maple Ridge posts its highest ratings in the areas of Protective Services and Parks and Recreation.
- While Streets and Utilities and Environmental Services currently earn moderately healthy scores, there are indications that residents are less satisfied compared to 2012.
- Community Growth ratings show room for improvement, especially in terms of attracting new businesses and employers.

Service Priorities Based On Mean Performance Rating		
Category	Service	2014
Protective Services	Fire protection	4.3
Parks and Recreation	Library services	4.1
Parks and Recreation	Parks, playgrounds, play fields and trails	4.0
Protective Services	Police services	3.9
Parks and Recreation	Recreational facilities (leisure centres, pools, ice rinks, gymnasiums) and programs	3.9
Streets and Utilities	Water, sewer and storm drainage	3.9
Environmental Services	Recycling depot and curbside collection	3.8
Parks and Recreation	Cultural facilities (theatres, museums) and programs	3.8
Environmental Services	Protecting streams, rivers and other environmentally sensitive areas	3.7
Getting You What You Need	Online registrations and payments, video streaming of Council meetings, social media postings, newspaper announcements, website publications	3.6
Streets and Utilities	Streets and sidewalks	3.4
Community Growth	Bylaw services (response to noise complaints, neighbourhood disputes, enforcing regulations)	3.3
Community Growth	Regulating what types of buildings can be built in specific areas of the City	3.2
Community Growth	Attracting new businesses and employers	2.7

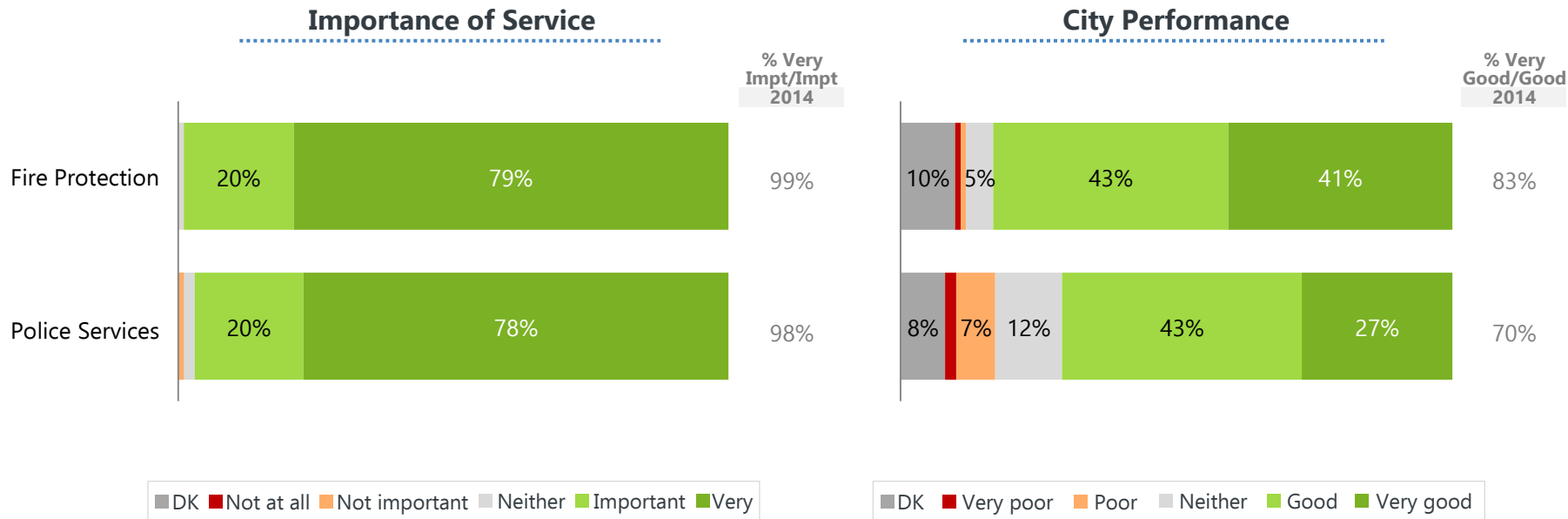
Base (Total residents responding): 2014 (n=897)

Note: In 2012, the City earned its highest performance ratings in the areas of safe drinking water, recycling depot and curbside collection. City performance was lowest in the areas of attracting new businesses to the District, regulating secondary suites and targeting property crime.

Q4. Next, rate the level of service the City provides for each one.

# Protective Services: Importance and Performance

- Unchanged from 2012, fire protection and police services top the list of the 14 services areas based on level of importance. Almost all residents consider Protective Services important or very important.
- Residents are generally satisfied with the City's performance in providing these services with the large majority giving good or very good ratings. Very few residents rate the police services or fire protection in the City as poor/very poor.



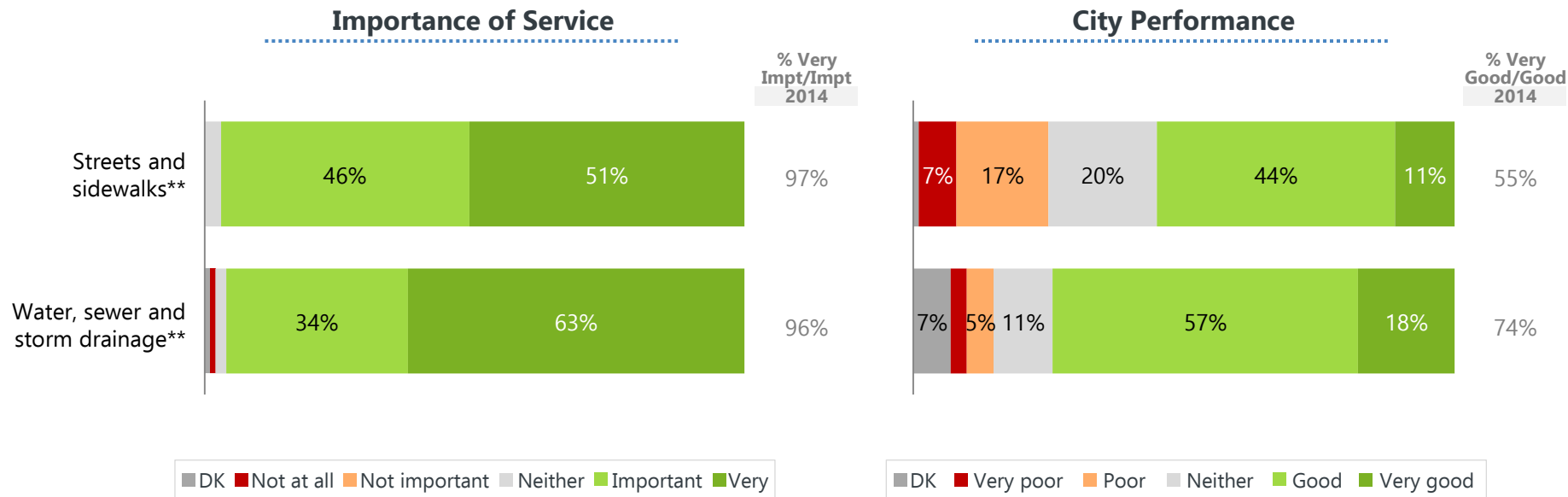
Base (Total residents responding): 2014 (n=897)

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, rate the level of service the City provides for each one.

# Streets and Utilities: Importance and Performance

- Following Protective Services, Streets and Utilities rank as the second most important category with nearly all residents considering water, sewer and storm drainage, and streets and sidewalks to be important/very important. Further, key driver analysis reveals that Streets and Utilities have the greatest leverage on positively affecting overall satisfaction with municipal services and perceptions of value for property taxes paid. In other words, prioritizing this service area has the greatest potential to positively move overall perceptions of the services provided by the City *and* the perceived value of the services based on the taxes paid.
- Currently, residents are largely satisfied with the City's service levels in terms of water, sewage and storm drainage (74% rating positively), but are less satisfied with the streets and sidewalks (55% good/very good ratings).



Base (Total residents responding): 2014 (n=897)

\*\*Combines several service areas from 2012 survey. Relevant 2012 results for importance and performance range from 85% to 96% (very impt/impt) and 51% to 75% (very good/good) for streets and sidewalks, and 91% to 96% (very impt/impt) and 63% to 85% (very good/good) for water, sewer and storm drainage.

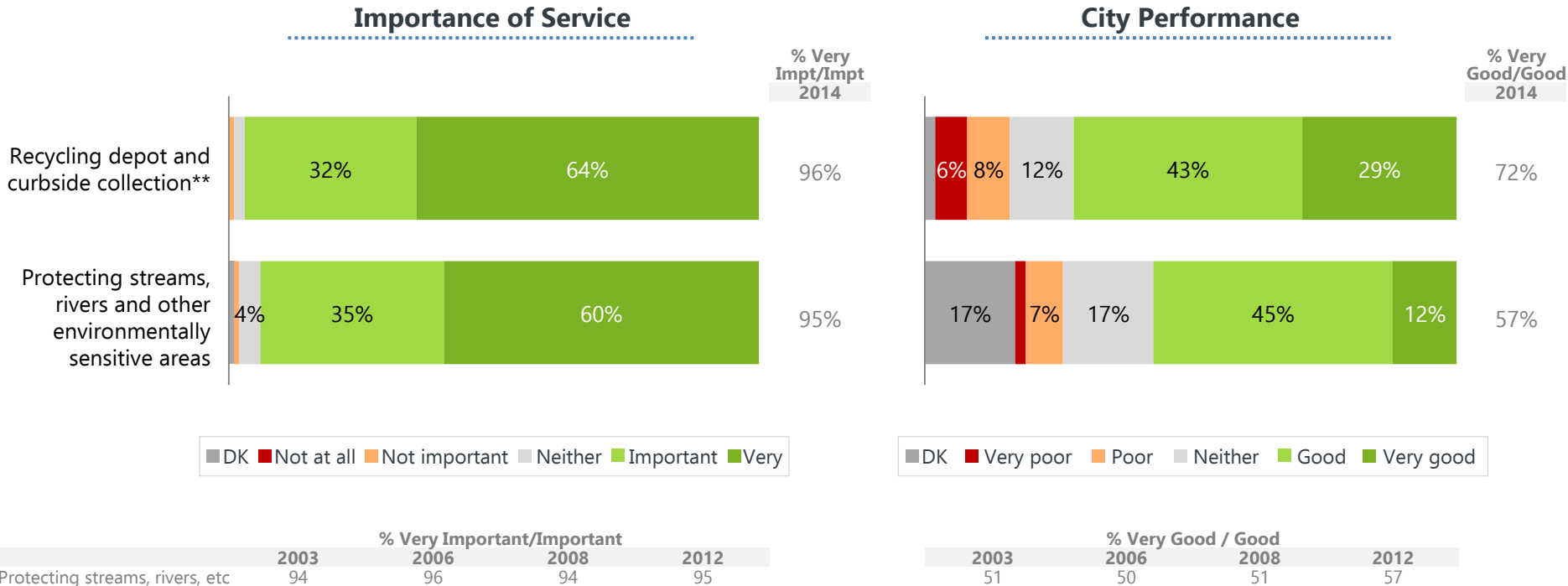
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Q4. Next, rate the level of service the City provides for each one.



# Environmental Services: Importance and Performance

- Environmental Services is another service category viewed as being important/very important by virtually all residents in Maple Ridge.
- And while the City's performance on recycling depot and curbside collection stands fairly strong at 72% good/very good, when it comes to protecting streams, rivers and other environmentally sensitive areas, residents are less positive (57% good/very good) and more likely to be uncertain or not informed enough to offer an opinion.



Base (Total residents responding): 2014 (n=897)

\*\*Combines several service areas from 2012 survey. Relevant 2012 results for importance and performance range from 93% to 95% (very impt/impt) and 79% to 85% (very good/good) for recycling depot and curbside collection.

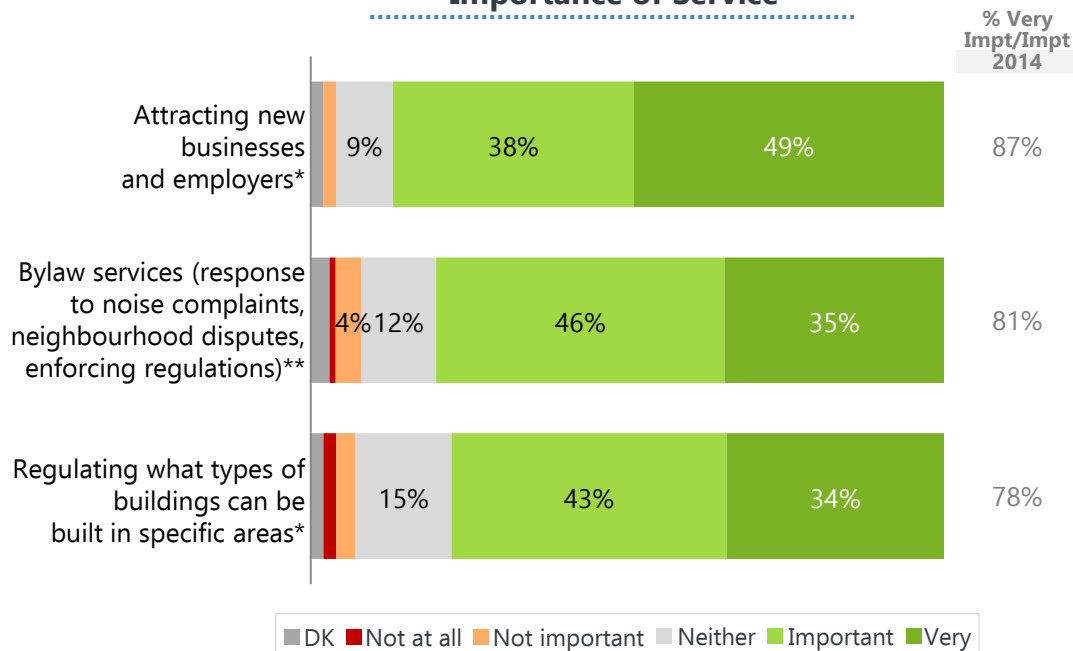
Q3. The following is a list of services that the City currently provides. First, please rate how important each service is to you.

Q4. Next, rate the level of service the City provides for each one.

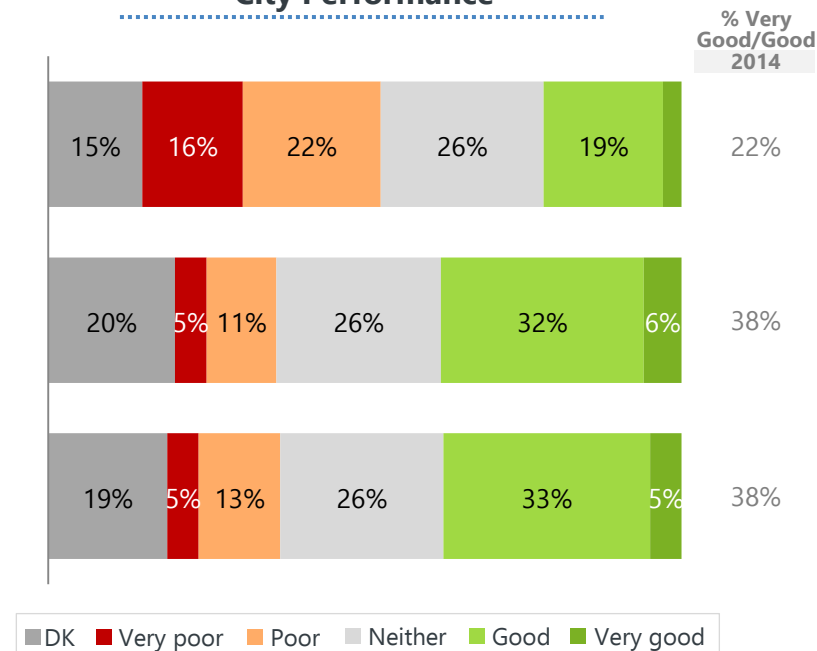
# Community Growth: Importance and Performance

- Of the three service areas in the Community Growth category, attracting new businesses and employers to the City is seen as being the most important, but the least satisfactory (87% rating important/very important and 22% rating good/very good). This disparity is consistent with past years. A notable proportion of residents (41%) are simply unable to assess the City's performance in this area.
- Bylaw services and regulating development are both considered important by the majority of residents and both receive, at best, lukewarm performance reviews. Specifically, both earn positive ratings from 38%, with the remainder either being unsure or uncertain about the City's performance on these two fronts.

## Importance of Service



## City Performance



% Very Important/Important

	2003	2006	2008	2012
Attracting businesses	81	82	88	89
Regulating buildings	72	75	75	73

% Very Good / Good

	2003	2006	2008	2012
Attracting businesses	29	18	34	18
Regulating buildings	33	29	35	32

Base (Total residents responding): 2014 (n=897)

\*2008 wording: Attracting new businesses to the District; Regulating or restricting what types of buildings can be built in specific areas of the District

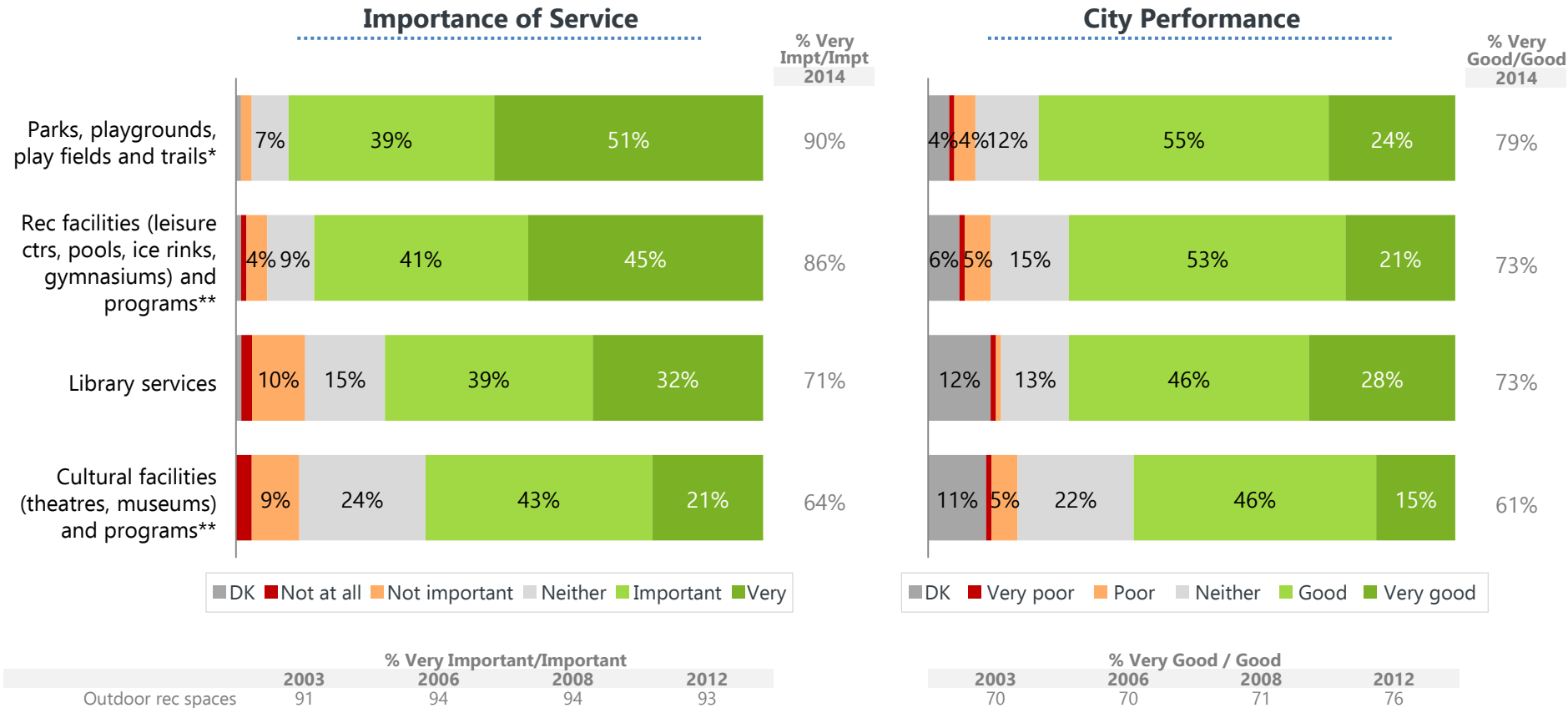
\*\*Combines several service areas from 2012 survey. Relevant 2012 results for importance and performance range from 47% to 79% (very impt/impt) and 17% to 37% (very good/good) for bylaw services.

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, rate the level of service the City provides for each one.

# Parks and Recreation: Importance and Performance

- Parks and Recreation services range in their perceived importance, but in general are deemed to be at least moderately important. Services that keep residents active earn higher importance ratings than cultural facilities/programs or library services, this being especially the case among families with children.
- Residents are generally satisfied with Parks and Recreation services with performance ratings aligning to importance ratings, that is, the Parks and Recreation services that residents feel are the most important tend to be the ones that earn the most positive assessments, indicating that the City is likely placing its efforts and resources in the right places.



Base (Total residents responding): 2014 (n=897)

\*2008 wording: Outdoor recreation spaces (parks, playing fields and trails)

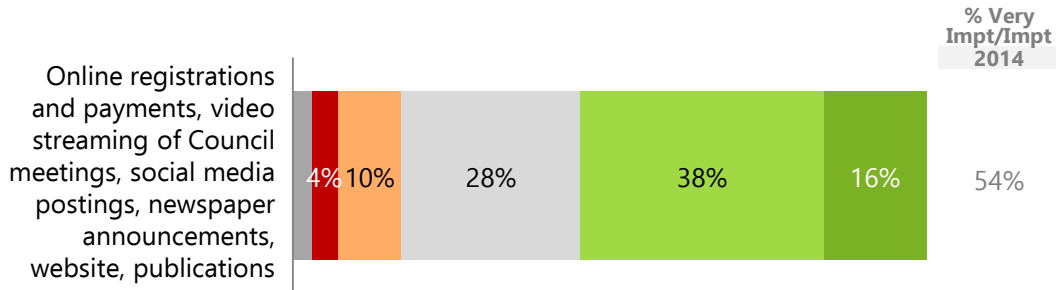
\*\*Combines several service areas from 2012 survey. Relevant 2012 results for importance and performance range from 82% to 83% (very imp/imp) and earn 70% (very good/good) for recreational facilities and programs, and 78% to 83% (very imp/imp) and 59% to 69% (very good/good) for cultural facilities 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, rate the level of service the City provides for each one.

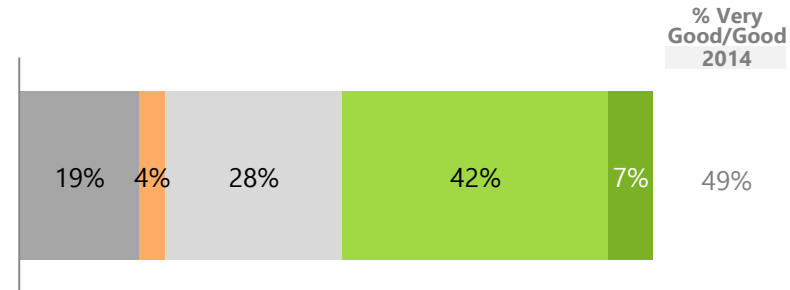
- When it comes to municipal channels for communications and processing, just over one-half of Maple Ridge residents rate this area as important, with a considerable proportion, 28%, being unsure (i.e. it is neither important nor unimportant).
- The City's performance in this area is equal to that of its importance (49% give positive assessments and 28% are 'on the fence'). However, there are 19% who simply do not know how the City is doing in this area.

## Importance of Service



■ DK ■ Not at all ■ Not important ■ Neither ■ Important ■ Very

## City Performance



■ DK ■ Very poor ■ Poor ■ Neither ■ Good ■ Very good

Base (Total residents responding): 2014 (n=897)

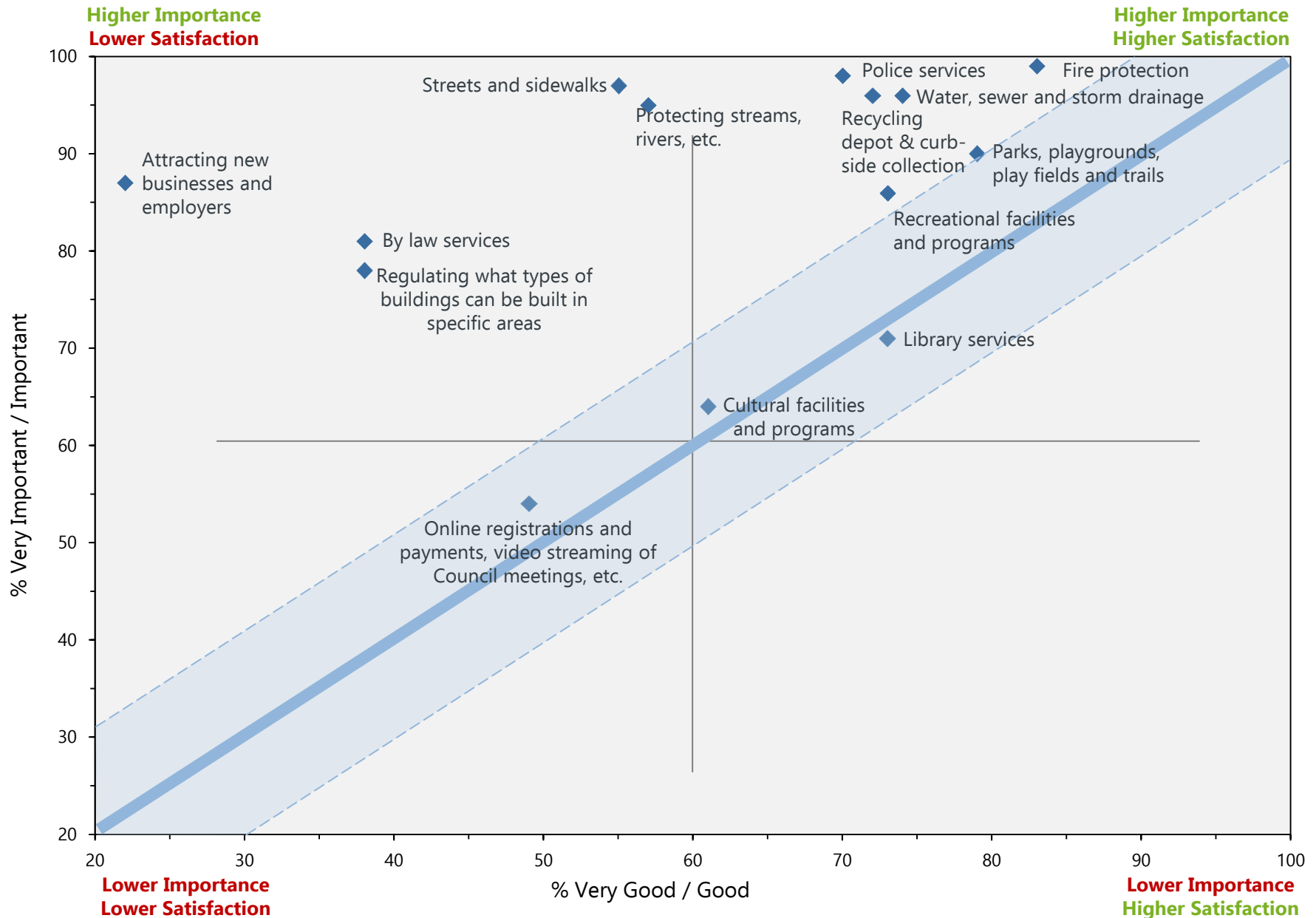
Relevant 2012 results for performance regarding the amount and type of information received are 40% and 37%, respectively. No importance ratings are available from past years.

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, rate the level of service the City provides for each one.

- The following perceptual map compares the level importance residents accord to the various services offered and the corresponding satisfaction rating. For the most part, importance and satisfaction ratings are broadly aligned.
- The blue shaded area on the following perceptual 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.
- Five service areas that are accorded high importance, but do not have comparable satisfaction ratings, these being those falling to the Community Growth category (attracting new businesses and employers, bylaw services and regulating development), streets and sidewalks and protecting streams, rivers, etc.
- When it comes to the Community Growth areas and protecting streams, rivers, etc. it is not that satisfaction ratings are strongly negative, but that many residents are either unable to offer an assessment or undecided (i.e. they rate the service area as neither good nor poor).

# Importance and Satisfaction of Service Areas: Perceptual Map



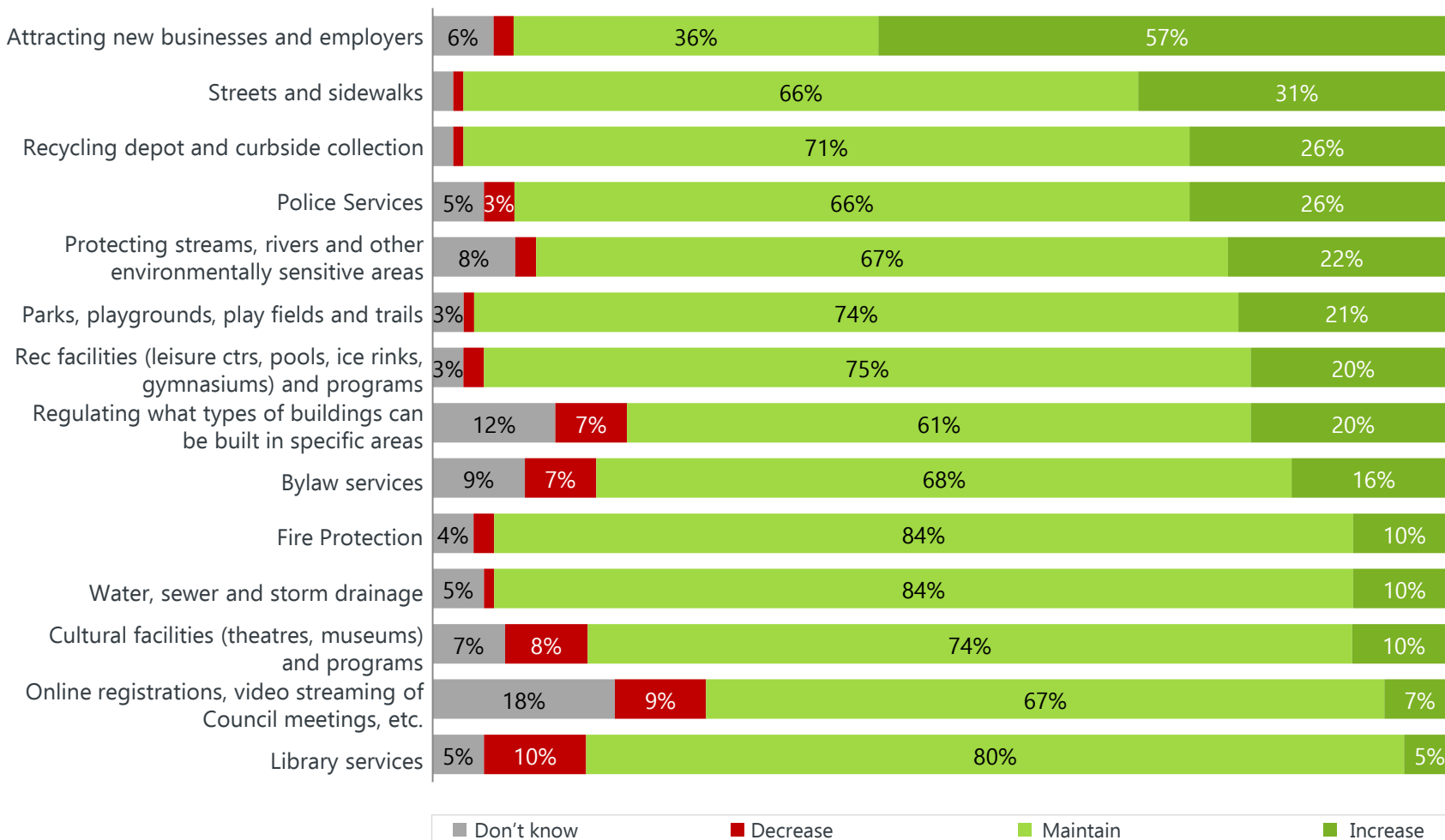


## Services Which The City Should Increase / Maintain / Decrease

- When asked whether services levels should be increased, maintained or decreased for each of the 14 areas, Maple Ridge residents generally want service levels to be maintained as is. With only one exception, no less than 61% of residents want current service levels to be continued as is across all areas.
- The exception is attracting new businesses and employers to the City – currently 57% would like to see an increase in this area, while only 36% think it should be maintained at current levels.
- Very few residents want a service decrease in any one area. Residents express the greatest level of indecision when it comes to online registrations/video streaming of Council meetings, etc. and regulating what types of buildings can be built in specific areas (18% and 12%,

# Services Which The City Should Increase / Maintain / Decrease

## Service Level Preferences



Base (Total residents responding): Varies depending on service area (n=893-896)

Note: In 2012, 53% of residents suggested increasing a service; top mentions were better public transit service (7%), better/more shopping (6%) and business development (6%). Only 13% of residents suggested decreasing specific 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?

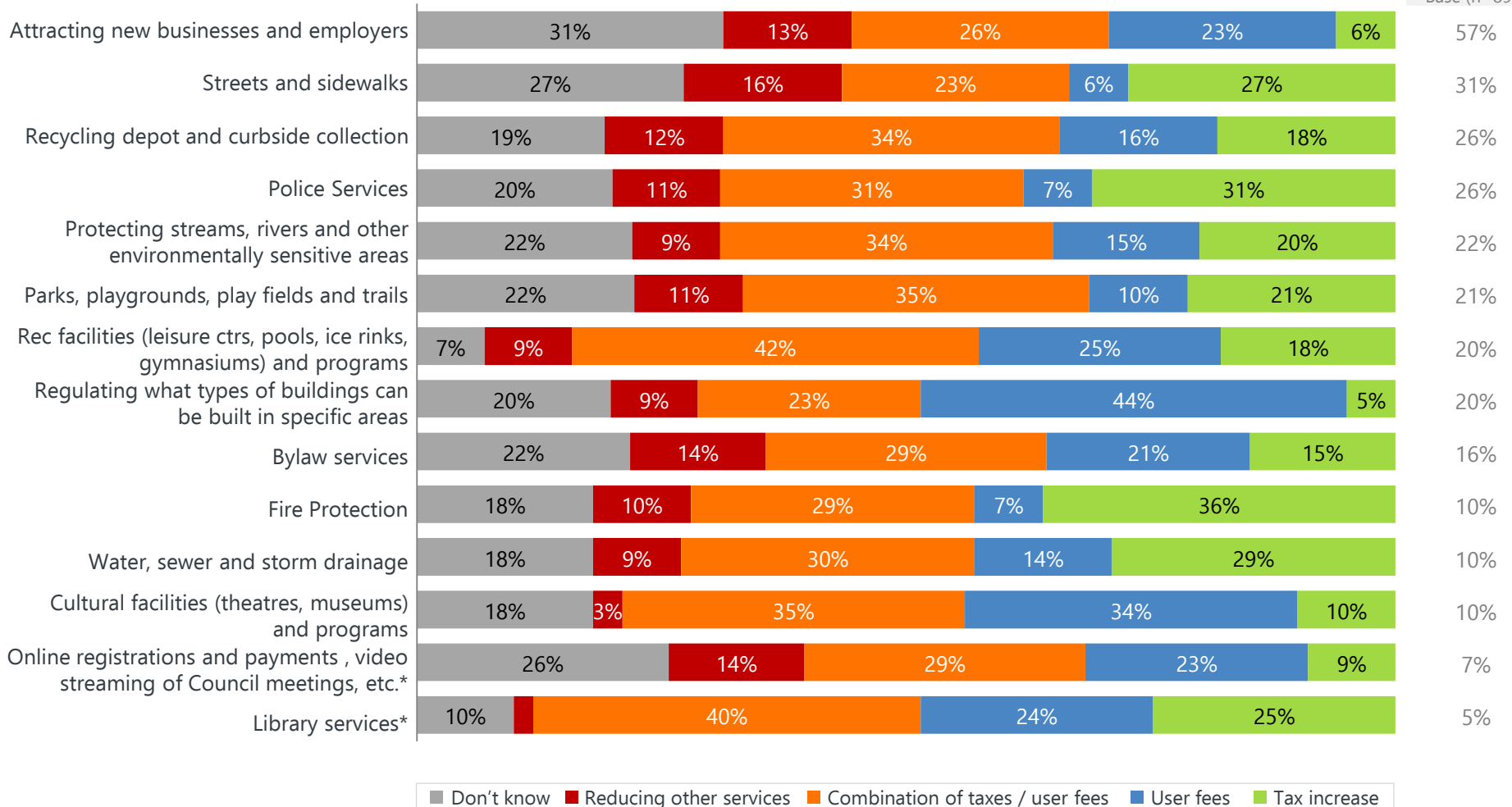
# Suggested Ways of Funding Increased Service

- Residents who indicate that they would like to see an increase for a particular service were asked how the City should fund that increase.
- While there is no general consensus, residents wanting to see a service increase tend to lean towards users fees or user fees in combination with a tax increase.
- These residents tend to be most supportive of a pure tax increase when it comes to 'must have' services such as Protective Services and Streets and Utilities. However, no more than 36% advocate a pure tax increase to increase service levels (this being the case for fire protection).
- As noted earlier, few residents want to see services decreased in order to fund an increase in other areas. The option to reduce other services was mentioned by no more than 16% of residents across any one area.
- A notable proportion of residents who want to see a service increase admit to not knowing the best way to fund it (18% to as high as 31%). The exception would be recreation facilities and library services – residents wanting to see an increase in these areas tend to favour a combination of taxes and user fees and only 7% to 10% lack an opinion on funding.

# Suggested Ways of Funding Increased Service

## Funding Preferences

% Suggesting  
An Increase  
Base (n=897)



Base (Among residents thinking service should be increased): Varies for each service

\*Caution: small base size

Q6. And finally, for those services you think need to be increased, how do you think those increases be paid for?

# Additional Services That Should Be Provided By Local Government

- This year, 4-in-10 residents suggested a service that they would like the City to start providing that is currently not available. The majority (62%) did not have any suggestions.
- In line with past years, garbage collection is the top suggestion followed by green waste/composting .
- In total, 19% of residents mentioned garbage collection as the service they would like the City to provide which is consistent with the 18% who also mentioned lack of garbage collection when asked for reasons behind their overall service performance rating for the City.

	Total 2003	Total 2006	Total 2008	Total 2012	Total 2014
<b>Base:</b> Total residents responding Major Mentions Only	408 %	400 %	400 %	736 %	<b>897 %</b>
<b>% suggesting a service</b>	30	32	26	55	<b>39</b>
Garbage collection	-	-	15	34	19
Green waste / composting	-	-	-	12	6
Sidewalks / roads / bike lanes	-	-	-	-	2
Better / more / local shopping opportunities	-	-	6	4	1
More / better community / recreation facility centre	-	-	2	2	1
Education	-	-	-	2	1
Parks / green space	-	-	-	-	1
Removing transients / drug users	-	-	-	-	1
Recycling	-	-	-	3	1
Better / local / public transit service	-	-	3	5	1
Other	-	-	-	-	4
None	-	-	-	-	62

Note: Only major mentions of 1% or more are shown. To allow comparisons, 2008 and 2012 services were re-percentage on a full base.

2012 wording: What other services, if any, that the District does not currently provide, do you think should be provided by your local government?

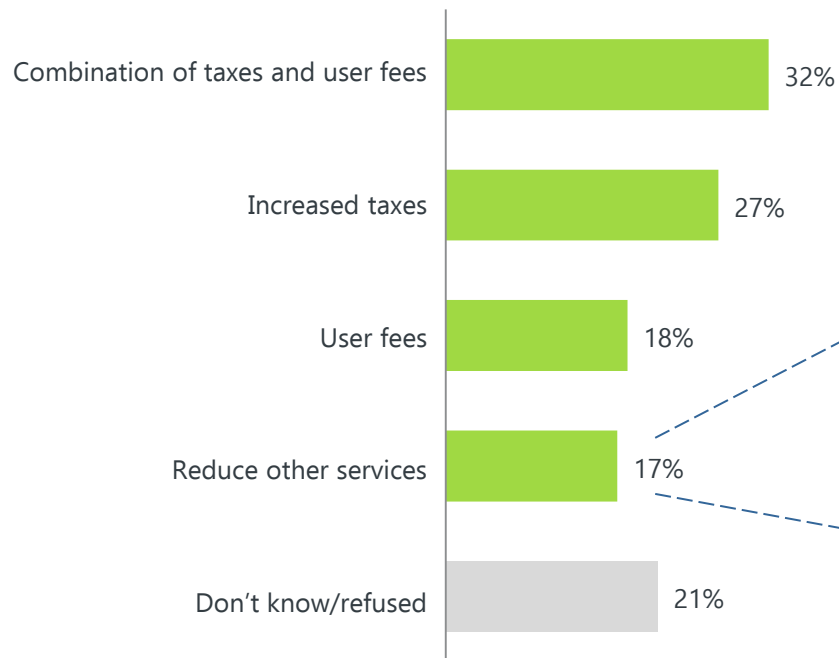
Q7a. Are there any services that the Maple Ridge local government currently does not provide that you would like to see provided?

Q7b. Which services, if any, that the Maple Ridge local government currently does not provide would you like to see provided?

# Suggested Ways Of Funding Additional Services

- Among the 4-in-10 residents wanting the City to offer some types of additional services, there is no clear consensus on how to fund these services. Most commonly, these residents tend to lean towards a tax increase – either as a sole measure to fund the additional service or in combination with user fees. Another 17% think reducing other services is the way to support this service; however, again, these residents have no consensus as to which services to reduce.
- The remaining residents who want to see additional services offered suggest introducing users fees (mentioned by 18%) or admit they have no idea how to fund the services (21%).
- Among residents who suggested offering garbage collection, funding suggestions for this service are similar to those shown below, with the only difference being less support for user fees (only 8% chose this option).

## Funding Suggestions



### Services the City Should Reduce\*

<b>Base:</b> Residents mentioning an additional service	358 %
Reduce / close cultural events / beautification / library	3%
Use existing funds / prioritize this / promote efficiencies	3%
Municipal workers wage freeze / cut	2%
Repaving and other poorly planned road development issues / sidewalks / bike lanes	2%

\*Main mentions only shown

Base (Among residents mentioning an additional service): 2014 (358) Note: Percentages shown will exceed 100% due to more than one service being mentioned.

Q7c. And for each new service you suggest, please indicate how the service should be paid for.

Q7c (other). What other services do you want to see reduced in order to pay for an increase in [OTHER]?





Gender

	Total 2003	Total 2006	Total 2008	Total 2012	Total 2014
Base	408	400	400	736	897
Male	45%	49%	49%	49%	49%
Female	55%	51%	52%	51%	51%



Age

18 to 34	n/a	29%	25%	27%	26%
35 to 54	n/a	45%	45%	43%	42%
55 +	n/a	26%	29%	30%	32%
Prefer not to answer	n/a	-	1%	-	-



Years Lived in  
Maple Ridge

Less than one year	n/a	4%	7%	4%	5%
One to five years	n/a	24%	4%	18%	20%
Six to ten years	n/a	16%	17%	20%	17%
Eleven to twenty years	n/a	28%	15%	26%	25%
More than twenty years	n/a	27%	57%	32%	34%



## Home Tenure

	Total 2003	Total 2006	Total 2008	Total 2012	Total 2014
Base	408	400	400	736	897
Own	84%	82%	83%	80%	76%
Rent	15%	17%	17%	19%	21%
Prefer not to answer	1%	1%	1%	2%	2%



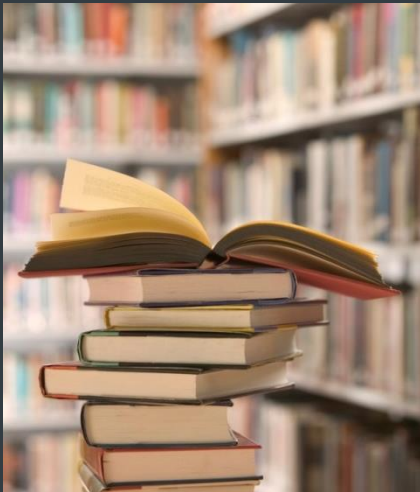
## Household Composition

Single with no children	n/a	22%	21%	11%	17%
Single with children	n/a	8%	8%	7%	7%
Couple with no children	n/a	24%	24%	25%	26%
Couple with children	n/a	46%	45%	51%	44%
Other	-	-	-	-	2%
Prefer not to answer	n/a	1%	1%	6%	4%



## Annual Household Income

Less than \$20,000	n/a	7%	6%	3%	6%
\$20,000 to less than \$35,000	n/a	10%	7%	8%	5%
\$35,000 to less than \$50,000	n/a	11%	11%	7%	7%
\$50,000 to less than \$65,000	n/a	10%	12%	9%	8%
\$65,000 to less than \$80,000	n/a	16%	11%	11%	13%
\$80,000 to less than \$100,000	n/a	12%	13%	14%	15%
\$100,000 or more	n/a	17%	19%	23%	25%
Prefer not to answer / don't know	n/a	n/a	n/a	26%	21%



# Appendix



## Your Household Has Been Randomly Selected to Help the City of Maple Ridge Plan for the Future

DATE

[ADDRESS]

[CITY], BC

[POSTAL CODE]

Dear Resident:

**We need your help!** Your point of view is important as we plan for the future of our community.

**The City 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 residents. The information will allow the City to make informed decisions about the services we provide to citizens.

I realize your time is valuable and I am respectfully asking you to invest about 10 to 12 minutes to complete the survey. It is open to anyone in your household who is 18 years or older.

**As a token of appreciation for completing the survey, you will be entered into a prize draw to win one of:**

- 1 grand prize of an iPad Air (32GB)
- 1 Kobo e-reader
- 3 Big Feast gift certificates of \$100 each
- 4 Parks and Leisure gift cards of \$50 each
- 4 Golden Ears Cheesecrafters gift certificates of \$25 each
- 4 Bruce's Country Market gift cards of \$25 each

Sentis Market Research has been enlisted to conduct this survey on behalf of the City of Maple Ridge. Please be assured that your responses will be kept completely confidential and only used in combination with the responses of others.

Please complete our online survey at: [www.sentissurvey.com/citizensurvey](http://www.sentissurvey.com/citizensurvey)  
(Note: Please type the link above into the **address bar** of your web browser, **not the search bar**)

Your passcode: [TOKEN]

Deadline: October 1, 2014

Helpline: 1-855-463-4025 or [citizensurvey@sentisresearch.com](mailto:citizensurvey@sentisresearch.com)

**Don't have internet or prefer phone?** Call Sentis Market Research toll-free at **1-855-463-4025** (Mon-Fri: 10:00 am to 8:00 pm, Sat: 11:00 am to 5:00 pm) and an interviewer would be pleased to take you through the survey.

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

With appreciation,

Ernie Daykin,  
Mayor

*If you wish to verify the survey please call Maple Ridge City Hall at 604-463-5221.*

**City of Maple Ridge**

11995 Haney Place, Maple Ridge, BC V2X 6A9 Canada • Tel: 604-463-5221 • Fax: 604-467-7329  
[enquiries@mapleridge.ca](mailto:enquiries@mapleridge.ca) • [www.mapleridge.ca](http://www.mapleridge.ca)

**SENTIS**  
measuring what matters



Client and project number	City of Maple Ridge   14052
Topic	Citizen Survey
Target Survey Length	10-12 minutes
Target Market and Sample Size	City of Maple Ridge Residents 18+   700
Study Email	<a href="mailto:citizensurvey@sentisresearch.com">citizensurvey@sentisresearch.com</a>
Email invites and reminders:	N/A – letter mailed to residents with online link
Field Dates	September 10-October 1
Incentives	See below

Introduction/Landing Page

Welcome to the 2014 Maple Ridge Citizen Satisfaction survey! Thanks for taking part. The Mayor and Council members really value your feedback - we want to plan for the future based on what is important to you.

The survey takes about 10 to 12 minutes to complete and to say ‘thank you’ for participating, you can enter our draw to win one of these great prizes:

- 1 Grand Prize of an iPad Air (32 GB)
- 1 Kobo eReader
- 3 Big Feast Gift Certificates of \$100 each
- 4 Parks & Leisure Services Gift Cards of \$50 each
- 4 Golden Ears Cheesecrafters Gift Certificates of \$25 each
- 4 Bruce’s Country Market Gift Cards of \$25 each

We will collect your contact information at the end of the survey for this purpose. Please be assured that your responses will be confidential and only used in combination with the responses of others.

Survey closes October 1, 2014

To start the survey enter the passcode provided in the letter sent to your home: \_\_\_\_\_  
(Passcode is 2 capital letters followed by 6 numbers)

Thanks and good luck!

OPTIONAL:  
If you wish to verify the survey, please call Maple Ridge City Hall at 604-463-5221, weekdays, during regular business hours.  
For full contest rules, click here: [http://sentissurvey.com/contest\\_rules.pdf](http://sentissurvey.com/contest_rules.pdf)  
For our privacy policy, click here: [http://sentissurvey.com/sentis\\_research\\_privacy\\_policy.pdf](http://sentissurvey.com/sentis_research_privacy_policy.pdf)  
To unsubscribe from future surveys click here: unsubscribe  
Confirmation Message: *You have now unsubscribed*  
Survey closed message: *Unfortunately this survey is now closed as we have reached the target number of surveys.*  
Respondent disqualified: *We’re sorry unfortunately you do not qualify for this survey. Thank you for your interest.*

If you have any problems with this survey,  
please contact us at [citizensurvey@sentisresearch.com](mailto:citizensurvey@sentisresearch.com)  
or call toll free 1-855-463-4025

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NEXT



## 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) of the City of Maple Ridge. Thank you for your interest.

QS2. You are:

1. Male
2. Female

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 [TERMINATE]
3. Don't know

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

1. V2W
2. V2X
3. V4R
4. Other [TERMINATE]
5. Don't know [TERMINATE]



## Main Survey

[Q1a AND 1b ON SAME SCREEN]

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 poor nor good
- 2. Poor
- 1. Very poor
- 6. Don't know

[IF Q1A IS DON'T KNOW, GO TO Q2]

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 65% of your tax bill, with the remainder going to the School District, Metro Vancouver/GVRD, etc.)

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

If you have any problems with this survey,  
please contact us at [citizensurvey@sentisresearch.com](mailto:citizensurvey@sentisresearch.com)  
or call toll free 1-855-463-4025

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NEXT



- Q3. The following is a list of some of the services that the City currently provides. First, please rate **how important each service is to you**.
- Q4. Next, **rate the level of service the City provides** for each one.

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

	How important is this service to you?						Rate the current level of service the City provides					
	Very Important	Important	Neither Unimportant Nor Important	Not Important	Not at All Important	Don't Know	Very Good	Good	Neither Poor Nor Good	Poor	Very Poor	Don't Know
<b>Protective Services</b>												
Fire Protection												
Police Services												
<b>Community Growth</b>												
Attracting new businesses and employers												
Regulating what types of buildings can be built in specific areas												
Bylaw services (response to noise complaints, neighbourhood disputes, enforcing regulations)												
<b>Parks and Recreation</b>												
Parks, playgrounds, play fields and trails												
Recreational facilities (leisure centres, pools, ice rinks, gymnasiums) and programs												
Cultural facilities (theatres, museums) and programs												
Library services												
<b>Streets and Utilities</b>												
Water, sewer and storm drainage												
Streets and sidewalks												
<b>Environmental Services</b>												
Recycling depot and curbside collection												
Protecting streams, rivers and other environmentally sensitive areas												
<b>Getting you what you need</b>												
Online registrations and payments, video streaming of Council meetings, social media postings, newspaper announcements, website, publications												





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 finally, for those services you think need to be increased, **how should those increases be paid for?**

	The service should be...				Pay for the increase through...				
	Increased	Maintained	Decreased	Don't Know	Tax Increase	User Fees	Combination of Taxes and User Fees	Reducing Other Services (specify)	Don't know
Same list as previous									

[Q7a TO BE SHOWN WITHOUT Q7b AND c, UNLESS 'YES' IS CHOSEN]

Q7a. Are there any services that the Maple Ridge local government currently does not provide that you would like to see provided?

- 1. Yes
- 2. No
- 3. Don't know

[IF Q7a=NO OR DON'T KNOW, GO TO Q8. IF Q7a=YES, THEN ASK Q7b]

Q7b. Which services, if any, that the Maple Ridge local government **currently does not provide** would you like see provided?

Q7c. And for each new service you suggest, please indicate how the service should be paid for.

[ALLOW FOR UP TO 5 SERVICES TO BE ENTERED IN Q7b. ALLOW ONLY ONE FUNDING METHOD TO BE CHOSEN FOR EACH SERVICE ENTERED]

Type in the service(s) you want to the City to start providing:	Pay for the new service by...				
	Tax Increase	User Fees	Combination of Taxes and User Fees	Reducing Other Services (specify)	Don't know
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

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

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



## 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.

QD1. How long have you lived in Maple Ridge? [RANGE=0 TO 99]

**Enter number of years. Enter 0 for less than 1 year**

☐ Can't recall or prefer not to say

QD2. Do you own or rent your home?

1. Own
2. Rent
3. Prefer not to answer

QD3. 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) **Please type in your response**
6. Prefer not to answer

QD4. 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

QF1. Thank you for your input! Please provide the following information to be entered into the prize draw:

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 and about other important communication?

1. Yes
2. No

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

If you have any problems with this survey,  
please contact us at [citizensurvey@sentisresearch.com](mailto:citizensurvey@sentisresearch.com)  
or call toll free 1-855-463-4025

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