

City of Maple Ridge Citizen Survey

PREPARED FOR



January 14, 2021

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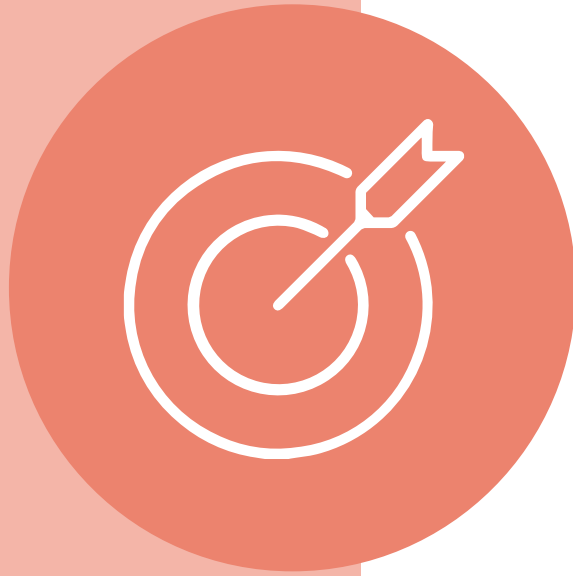
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Background, Objectives & Approach

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 and 2014. In 2014, the survey content was refined to result in a shorter, more focused survey that provided 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.

In 2020, the survey has been further refined to align with the City's current service delivery areas and includes new questions on preferred communication channels and on the City's performance in meeting residents' needs during COVID-19.

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

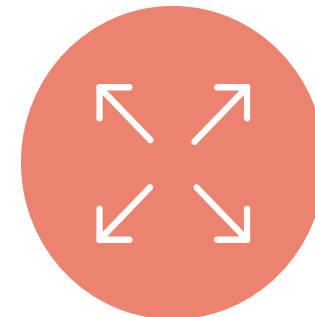
The City of Maple Ridge commissioned Sentis Research to design and conduct the aforementioned research study. This report contains the detailed findings from the 2020 Citizen Satisfaction Survey and includes comparisons back to 2003, where applicable.



Ask



Listen



Plan

METHOD

Approach



A random sample of 6,000 Maple Ridge residents were selected from Canada Post household lists for the City of Maple Ridge and invited to the survey via a letter sent via regular mail (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 23 minutes and a total of 1,187 surveys were completed. (63 out of the total 1,187 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 VISA gift card, 2 - \$250 VISA gift cards, 5 - \$50 Parks, Recreation & Culture gift cards, 6 - \$50 supermarket gift cards, and 8 - \$25 Skip the Dishes gift cards

Survey Responses

Year	Date	Invitations Sent	Completed Surveys	Participation Rate	Margins of Error (19 times out of 20)
2020	Oct 6-28	6,000	1,187*	20%	± 2.8%
2014	Sept 9-Oct 1	4,150	897	22%	± 3.3%



Total results accurate to ±2.8%, at the 95% level of confidence

When comparing 2020 to 2014 results, caution should be used due to the revised weighting scheme and the span of time between waves (6 years).



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



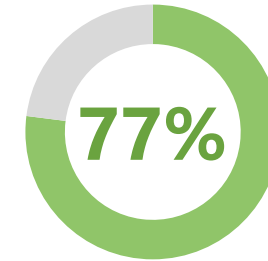
Highlights

HIGHLIGHTS

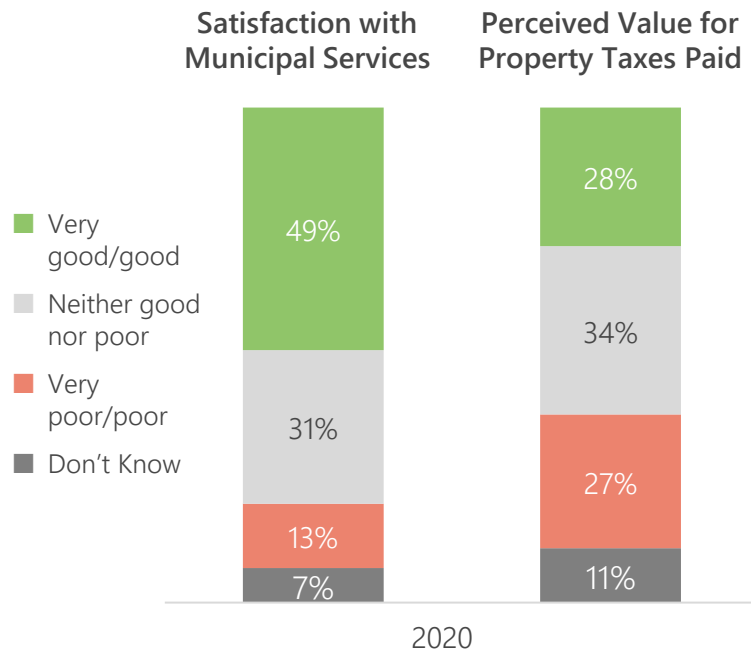
Quality of Life in Maple Ridge (p 10-13)

The data indicates that satisfaction with the quality of life in the City of Maple Ridge remains high. Over three-quarters report being very or somewhat satisfied with the quality of life in the community with only 16% reporting that they are dissatisfied.

Access to the outdoors and outdoor activities, along with the parks, scenery, etc. are what residents like best about living in Maple Ridge. Homelessness, drugs and crime are what concern residents the most, while lack of shopping, traffic congestion and better roads maintenance/improvements are also concerns.



are **very or somewhat satisfied** with the quality of life in Maple Ridge



Satisfaction with Municipal Services and Value (p 15-16)

Satisfaction with municipal services remains, at best, moderately positive, with 49% of residents rating their satisfaction as very good or good, 31% being undecided, 7% unsure, and 13% giving negative assessments. When it comes to the perceived value of taxes paid for the services received, as was the case in 2014, feedback is more mixed with 28% giving positive assessments, 45% being undecided (i.e. 34% being 'on the fence' and 11% unsure) and 27% giving negative ratings.

Those who are dissatisfied with or undecided about municipal services generally or the value they receive for their taxes tend to call-out the lack of garbage collection. Additionally, those who are dissatisfied with or undecided about the value they receive for their taxes also mention that they feel their taxes are too high and/or higher than other cities.

HIGHLIGHTS

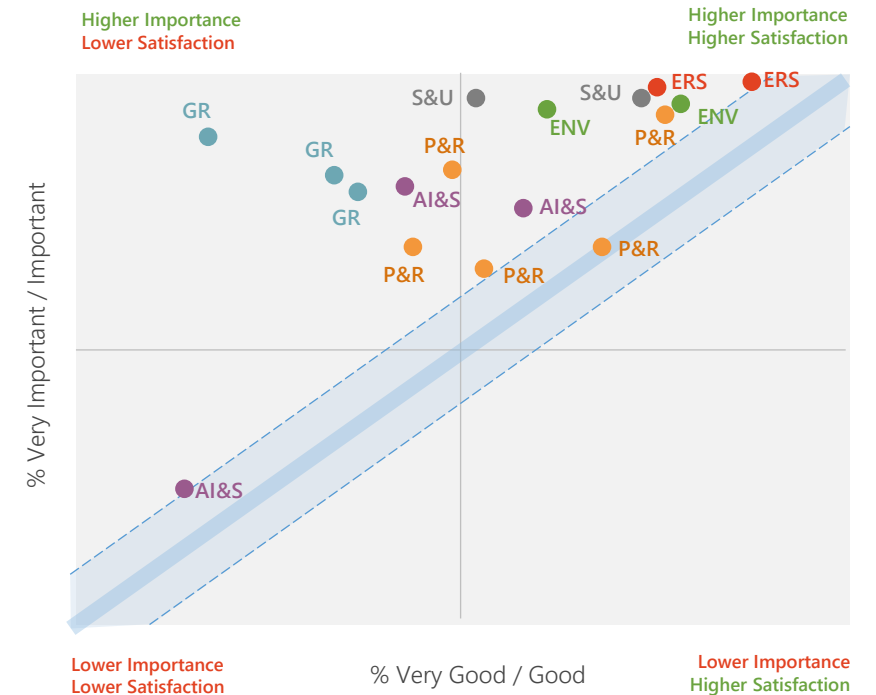
Service Area Priorities and Performance (p 17-29)

Improving satisfaction with municipal services generally and improving the value residents believe they receive from their taxes can also be addressed by focusing on the municipal service areas where the importance accorded by residents outweighs how residents feel the City is performing in these areas. These areas would include:

- Growth – specifically, attracting new businesses and employers, regulating what types of businesses can be built in specific areas of the City and bylaw services. All three of these areas are considered highly important by residents, but they receive lower satisfaction scores. Focusing on these areas would also work towards addressing residents’ desire for more shopping in the area and their traffic concerns.
- Streets and Sidewalks – is another area where performance falls below importance and further confirms the concerns residents mention they have about road maintenance and improvements.
- City communications and announcements – again, this is an area that is accorded a fair level of importance but residents feel performance could be better. This is likely the easiest for the City to address, using a combination of website updates, email alerts, social media and newspaper postings (as these are the information sources residents say they want the City to use).

When it comes increasing, decreasing or maintaining service levels and how to fund any increases, residents generally favour maintaining service levels and if there is to be an increase, funding it through a combination of user fees and taxes. The exceptions to this are:

- Attracting new businesses and employers – 68% want to see service levels increased, but cannot agree on how to fund that increase
- Emergency services – this is the one area where residents support increasing taxes to fund any increases in service levels
- Video streaming Council proceedings - 44% would like this service maintained, while an equal proportion (40%) are unsure.



Legend	
ERS	Emergency Services
GS	Growth
P&R	Parks & Recreation
S&U	Streets & Utilities
ENV	Environmental Services
AI&S	Accessing Information & Services

HIGHLIGHTS



Preferred Communication Channels (p 30-31)

Whether residents are the ones reaching out for information or services or the City is communicating news or developments, the preferred channels are the City’s website and email. Specifically, just over one-half of residents indicate the website is the best channel for information transfer, while email is preferred slightly more when residents are the ones requesting information (48% versus 42% suggesting the City use email to communicate).

Age definitely comes into play with communication channels with younger residents expressing a greater preference for social media, especially when the City has something it wants to communicate, while older residents are equally open to the City initiating communication via its website, email or newspapers.

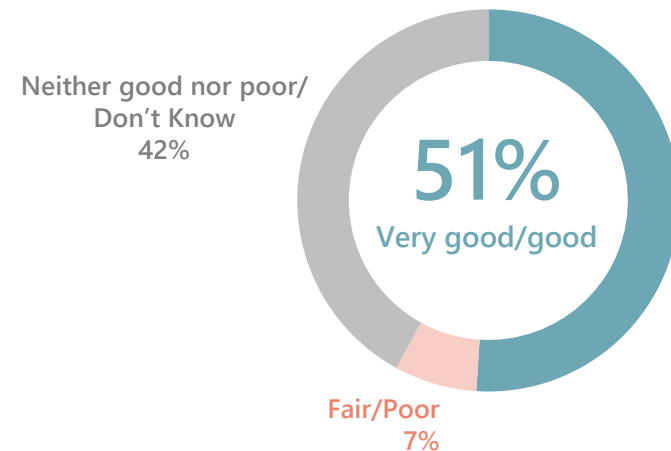
Response to COVID-19 (p 32-35)

Residents’ perceptions of the City’s response to COVID-19 tend to be moderately positive with a substantial proportion unsure about the City’s performance or unable to provide a rating. When it comes to the City’s overall response to the pandemic, 51% think it has done a very good or good, 42% are unsure or undecided and only 7% give ratings of fair or poor. The proportion of those unsure or undecided is similar or even higher when it comes to specifics such as how the City is maintaining access to services (44% undecided/unsure), its communication (50% undecided/unsure) and providing COVID-specific services (58% undecided/unsure).

For the 60% of residents who have obtained information from the City since mid-March, the majority have done so via the City’s website.

In terms of how COVID-19 has impacted commuting habits, one-third report they are continuing to commute to work as per their pre-pandemic schedule, while 25% say they are working from home full or part time now (including 6% who report always working from home.)

How would you rate the City’s performance in regard to COVID-19?





SUMMARY OF FINDINGS

Satisfaction with Quality of Life in Maple Ridge

SATISFACTION WITH QUALITY OF LIFE

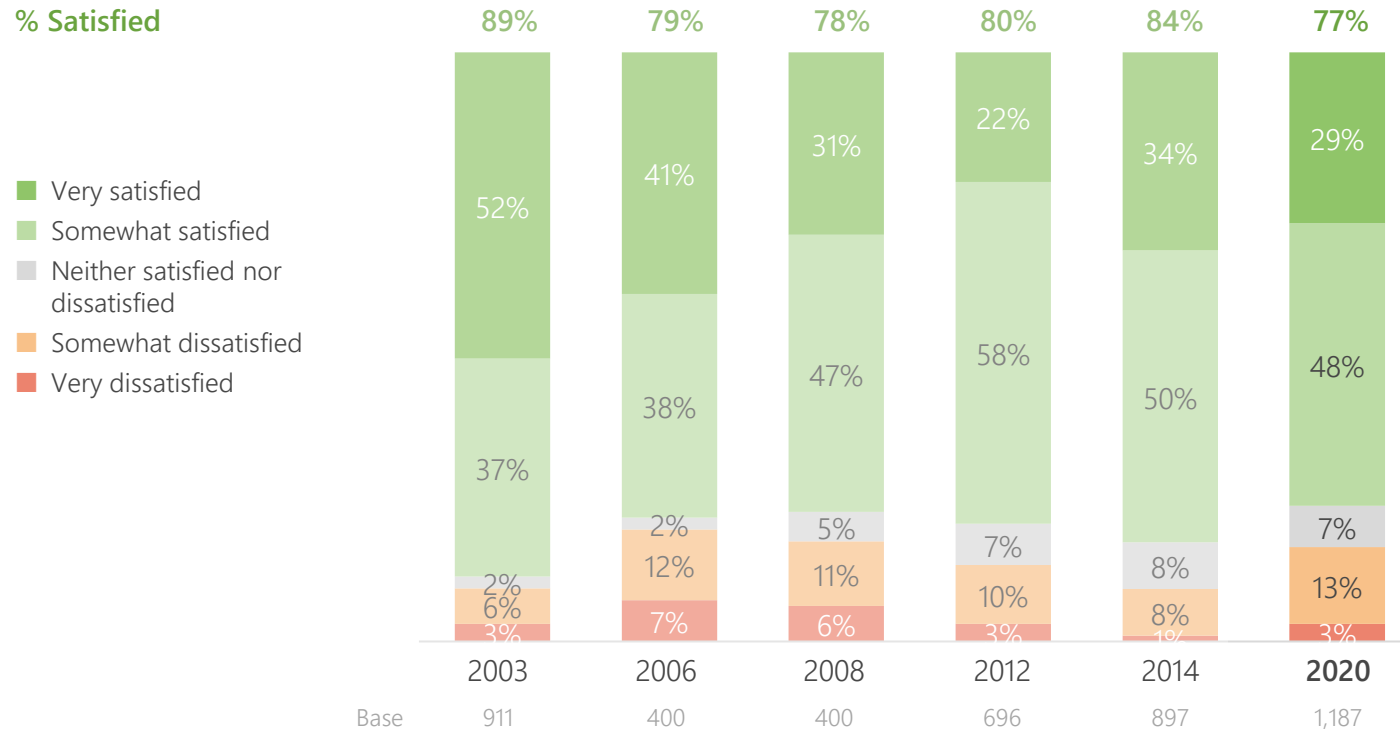
Residents are highly satisfied with the quality of life in Maple Ridge with over three-quarters giving ratings of 'very' (29%) or 'somewhat' (48%) satisfied.

Satisfaction with the quality of life in Maple Ridge is slightly lower than it was in 2014 but in line with ratings from 2008 and 2012.

Those who are especially positive about the quality of life in Maple Ridge include newer residents to the City, those 55 and older, those without children and homeowners.

Satisfaction with Quality of Life

Base: Total residents



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

When asked what they like best about living in Maple Ridge, residents are most apt to say mention their access to the outdoors (30%), access to recreational activities or facilities (26%) and the parks (20%).

Compared to 2014, more residents are appreciating the access to the outdoors.

'Affordable housing' and 'safe' are two comments mentioned by newer Maple Ridge residents (i.e. those who have lived in the City for less than one year). They are rarely or never mentioned by residents who have lived in the area for a longer period of time.

	2003	2006	2008	2012*	2014	2020
Base: Total residents	911 %	400 %	400 %	677 %	897 %	1,187 %
Access to outdoors	24	37	25	29	11	30
Access to recreational activities, facilities	3	4	3	18	22	26
The parks	2	2	2	30	16	20
Smaller community	37	29	26	25	17	13
Scenery / beautiful	2	-	-	19	17	11
Lakes / rivers	-	-	2	14	12	9
Community spirit	17	11	18	10	6	9
People	11	16	11	24	8	8
Rural character	30	30	28	13	12	8
I grew up here / my family is here / been here many years	-	-	-	-	4	7
Quiet community	7	3	5	11	11	7
The amount of green-space / surrounding environment (forests)	2	-	5	14	13	7
Proximity to Vancouver and other major centres	4	2	3	11	6	6
Housing / affordable housing	-	-	3	13	6	6

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

What residents like least about living in Maple Ridge tend to center on homelessness or poverty (35%), increasing incidence of drugs / grow-ops (18%), and growing crime or lack of strict policing (18%).

Concerns around homelessness / poverty and drugs appear to be more prominent compared to historical waves.

When it comes to homelessness, some residents tend to remark that it is increasing or getting worse. Others note it is resulting in more crime and that they do not feel safe, particularly in the downtown area.

Lack of shopping within the City (22%) is another top criticism from residents, as are traffic congestion (17%) and roads (11%).

	2003	2006	2008	2012*	2014	2020
Base: Total residents	911 %	400 %	400 %	677 %	897 %	1,187 %
Homelessness / poverty	4	15	12	16	23	35
Lack of shopping opportunities	11	22	29	51	22	22
Increasing incidence of drugs / grow-ops	3	8	6	11	12	18
Growing crime / policing not strict enough	12	10	11	17	16	18
Traffic congestion / state of transportation	12	8	10	18	15	17
Roads (esp. Lougheed Hwy) not maintained or big enough / need more roads	4	3	5	10	6	11
Overdevelopment of housing	6	4	1	6	7	9
Lack of jobs / business	2	2	7	9	8	8
Lack of community services	1	1	6	10	5	8
Poor urban planning / poor long-term planning / city government to blame	4	5	6	10	5	7
Lack of social activities / opportunities	3	3	4	5	6	7
No garbage pick up / high cost at transfer station / garbage being dumped	-	-	-	10	7	6
Taxes are too high / housing prices are too high	2	2	5	15	7	6
Downtown core is rundown / presence of Salvation Army Soup Kitchen	4	2	6	13	14	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?



SUMMARY OF FINDINGS

Importance, Satisfaction & Funding Preferences for Services

SATISFACTION WITH MUNICIPAL SERVICES IN MAPLE RIDGE

Satisfaction with municipal services is highly similar to 2014 with half of residents awarding very good or good ratings. As per 2014, a considerable proportion (38%) are either neutral or cannot provide a rating. Just over one-in-ten are not satisfied with municipal services.

Satisfaction increase with age – ranging from 38% very good or good among those 18 to 34 year of age, to 46% among those 35 to 54, to 54% among those 55 and older.

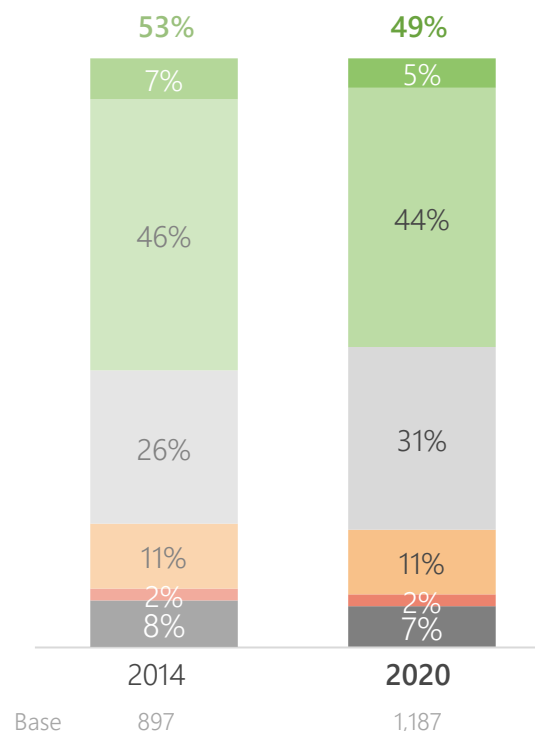
Residents are most likely to be dissatisfied with municipal services due to the lack of garbage collection (18% are – identical to 2014).

Satisfaction with Municipal Services

Base: Total residents

% Very good / good

- Very good
- Good
- Neither good nor poor
- Poor
- Very poor
- Don't know



Reasons for Being Satisfied / Dissatisfied

	2014	2020	
Base: Total residents <i>Showing major mentions only.</i>	897	1,187	
Satisfied	No complaints / good service / comparable to other cities	15%	13%
	Good recreation (parks, trails, leisure center, library)	8%	5%
	Good Speed of Response / getting things done	3%	5%
	Garbage collection	18%	18%
Dissatisfied	Recreation (parks, trails, leisure center, library)	2%	7%
	Always room for improvement	-	7%
	Value for tax dollars	5%	7%
	Roads / road maintenance	5%	6%
	Recycling / green waste / composting services	7%	5%
	Homelessness	3%	5%
	Don't know / don't know what services are provided	4%	6%

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 [INSERT RATING FROM Q1a]? Please type in your reasons below.

PERCEIVED VALUE OF SERVICES IN MAPLE RIDGE

When it comes to the perceived value of services for the taxes paid, resident views are mixed, as was the case in 2014.

Specifically, 28% feel the value of services is very good or good, 27% feel the value is poor or very poor, leaving the balance (45%), undecided or unsure.

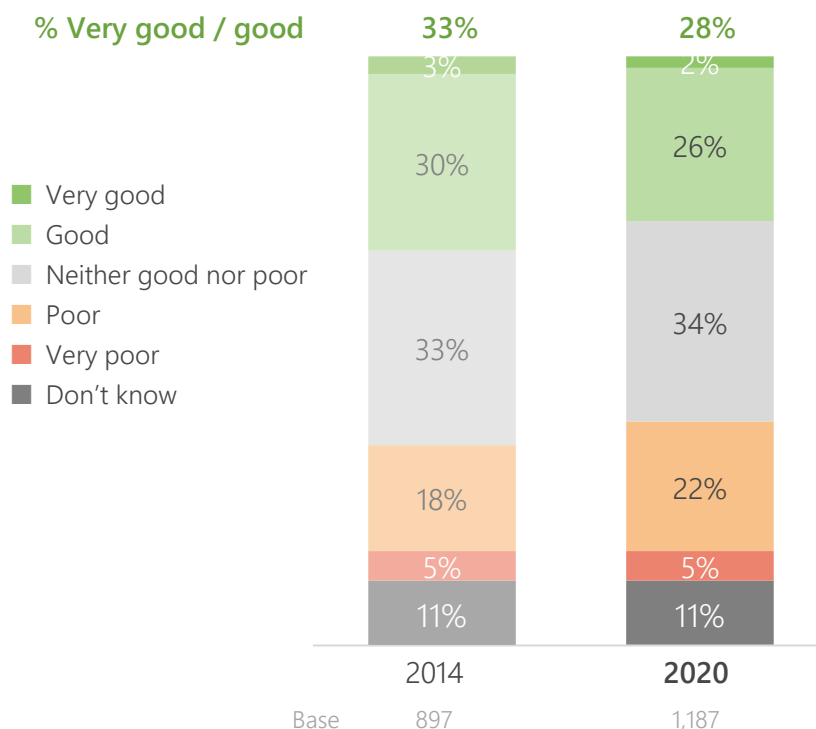
Satisfaction with value for taxes increases with age – 17% of those 18 to 34 are satisfied versus 21% of those 35 to 54 and 37% of those 55 and older.

However, while younger residents are more likely to lack an opinion on value for taxes (56% are undecided or unsure), those 35 to 54 are the most negative (36% rating the value as poor or very poor versus 18% among those 55 and older).

High taxes or poor value for taxes (27%), followed by the lack of garbage collection (17%) are the top reasons for dissatisfaction.

Perceived Value of Services

Base: Total residents



Reasons for Being Satisfied / Dissatisfied*

	2020
Base: Total residents <i>Showing major mentions only.</i>	1,187
Satisfied	
No complaints / good service / comparable to other cities	7%
Taxes are reasonable / well-spent in the community	5%
Dissatisfied	
Value for tax dollars	27%
Garbage collection	17%
General comparison to other cities	6%
Don't know / don't know what services are provided	6%

*Note: New question added in 2020.

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

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

IMPORTANCE & PERFORMANCE OF SPECIFIC SERVICES

The 2020 Citizen Satisfaction Survey presented residents with a list of 17 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.

In terms of importance, consistent with 2014, residents place the greatest importance on emergency services, environmental services and streets and utilities. Accessing information and services, parks and recreation and growth services are ranked relatively lower.

Also in line with 2014, fire protection services earn the highest satisfaction rating. This year, other services with the highest satisfaction ratings include police services, recycling, and library services.

The map shown on slide 19, plots the level 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.

Highly similar to 2014, residents accord high importance and high satisfaction to emergency services, recycling depot/collection, parks, playgrounds, etc. and water, sewer and storm drainage.

Services where importance and satisfaction are most in sync include library services followed by cultural facilities and programs, fire protection services and video streamings of City Council (although the latter falls into the bottom left quadrant indicating that this is a lower priority service; however, satisfaction is in close alignment).

Services that would benefit from greater focus or review because they are accorded high importance but receive relatively lower performance ratings include attracting new businesses, regulating the types of businesses that can be built, bylaw services and to a lesser degree, streets and sidewalks. These services were also identified in the 2014 study as needing greater focus.

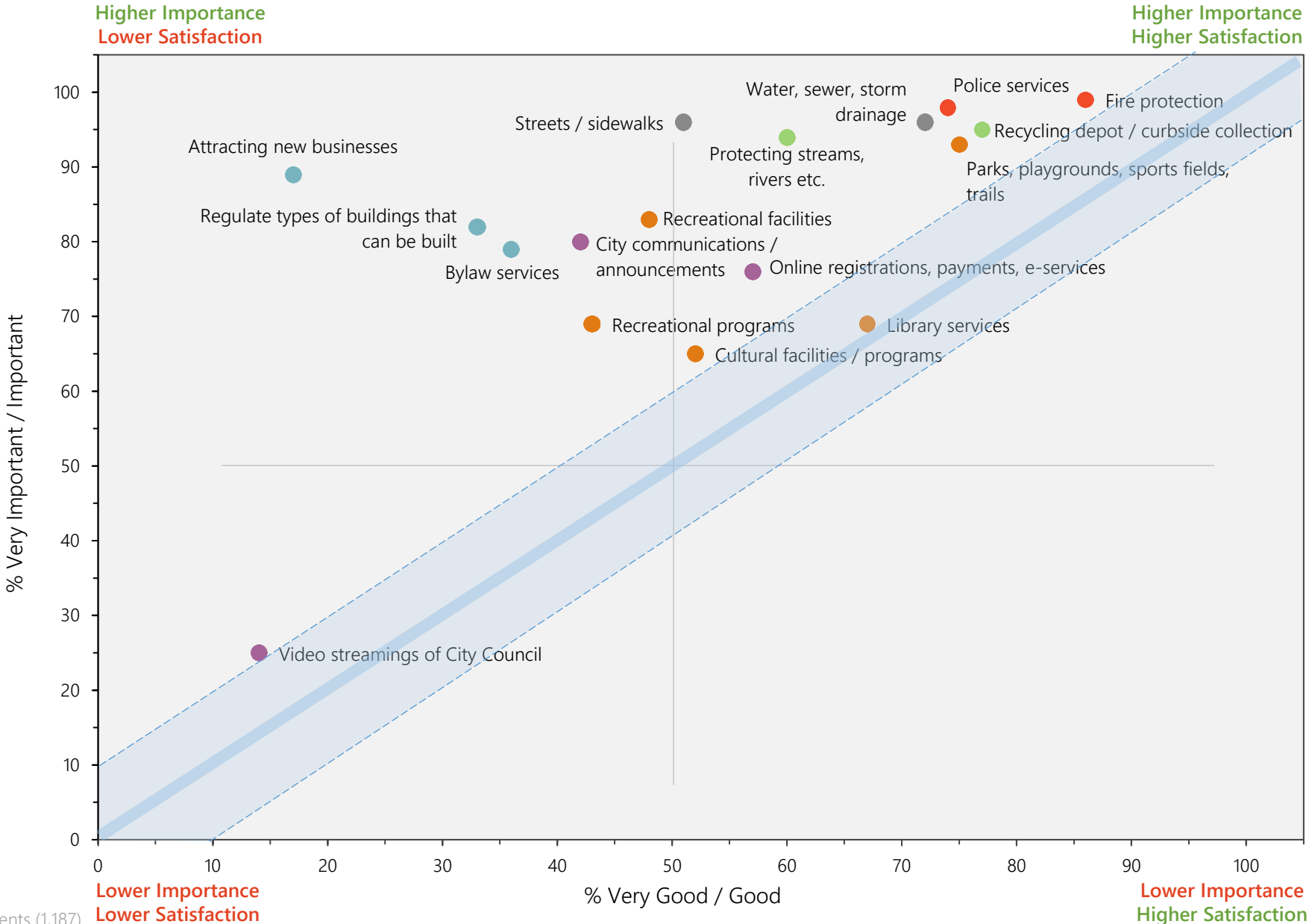
IMPORTANCE & PERFORMANCE OF SPECIFIC SERVICES

Service Priorities Based On Mean Importance / Performance Rating		2014		2020	
Category	Service	Importance	Performance	Importance	Performance
Emergency Services	Fire protection	4.8	4.3	4.8	4.4
Emergency Services	Police services	4.8	3.9	4.7	4.0
Environmental Services	Recycling depot and curbside collection	4.6	3.8	4.6	4.0
Environmental Services	Protecting streams, rivers and other environmentally sensitive areas	4.5	3.7	4.6	3.8
Streets and Utilities	Water, sewer and storm drainage	4.6	3.9	4.6	3.8
Streets and Utilities	Streets and sidewalks	4.5	3.4	4.6	3.3
Parks and Recreation	Parks, playgrounds, sports fields and trails	4.4	4.0	4.4	3.9
Community Growth	Attracting new businesses and employers	4.4	2.7	4.4	2.6
Parks and Recreation	Recreational facilities (leisure centres, pools, ice rinks, gymnasiums)	N/A		4.2	3.4
Community Growth	Bylaw services (response to noise complaints, neighbourhood disputes, enforcing regulations)	4.1	3.3	4.1	3.2
Community Growth	Regulating what types of buildings can be built in specific areas of the City	4.1	3.2	4.1	3.1
Accessing Information & Services	Online registrations, payments and e-services (building permit enquiries, recreation program registration, report a concern service)	N/A		4.0	3.7
Accessing Information & Services	Communications and announcements from the City	N/A		4.0	3.4
Parks and Recreation	Library services	3.9	4.1	3.9	4.0
Parks and Recreation	Recreation programs (aquatics instruction, children's camps)	N/A		3.9	3.5
Parks and Recreation	Cultural facilities (theatres, museums) and programs (arts camps)	3.7	3.8	3.7	3.7
Accessing Information & Services	Video streaming of Council proceedings	N/A		2.8	3.3

Base (Total residents): 2014 (897); 2020 (1,187)

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



2020 Base: Total residents (1,187)

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?

SERVICE LEVEL PREFERENCES & HOW INCREASES SHOULD BE FUNDED

When asked whether service levels should be increased, maintained or decreased for each of the 17 service areas, Maple Ridge residents generally want service levels to be maintained as is. With only two exceptions, no less than 55% of residents want current service levels to be continued as is across all areas. The first exception is attracting new businesses and employers – 68% would like to see service levels in this area increased. The second exception is video streaming of Council proceedings – 44% want service levels in this area maintained, while 40% are not sure, 13% think service levels should be decreased and 4% want them increased.

When it comes to attracting new businesses, support for increased service levels is fairly widespread, with support for increasing levels at its lowest (at 55%) among younger residents 18 to 34 years of age.

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 tend to want to see service increases funded by user fees or user fees in combination with a tax increase.

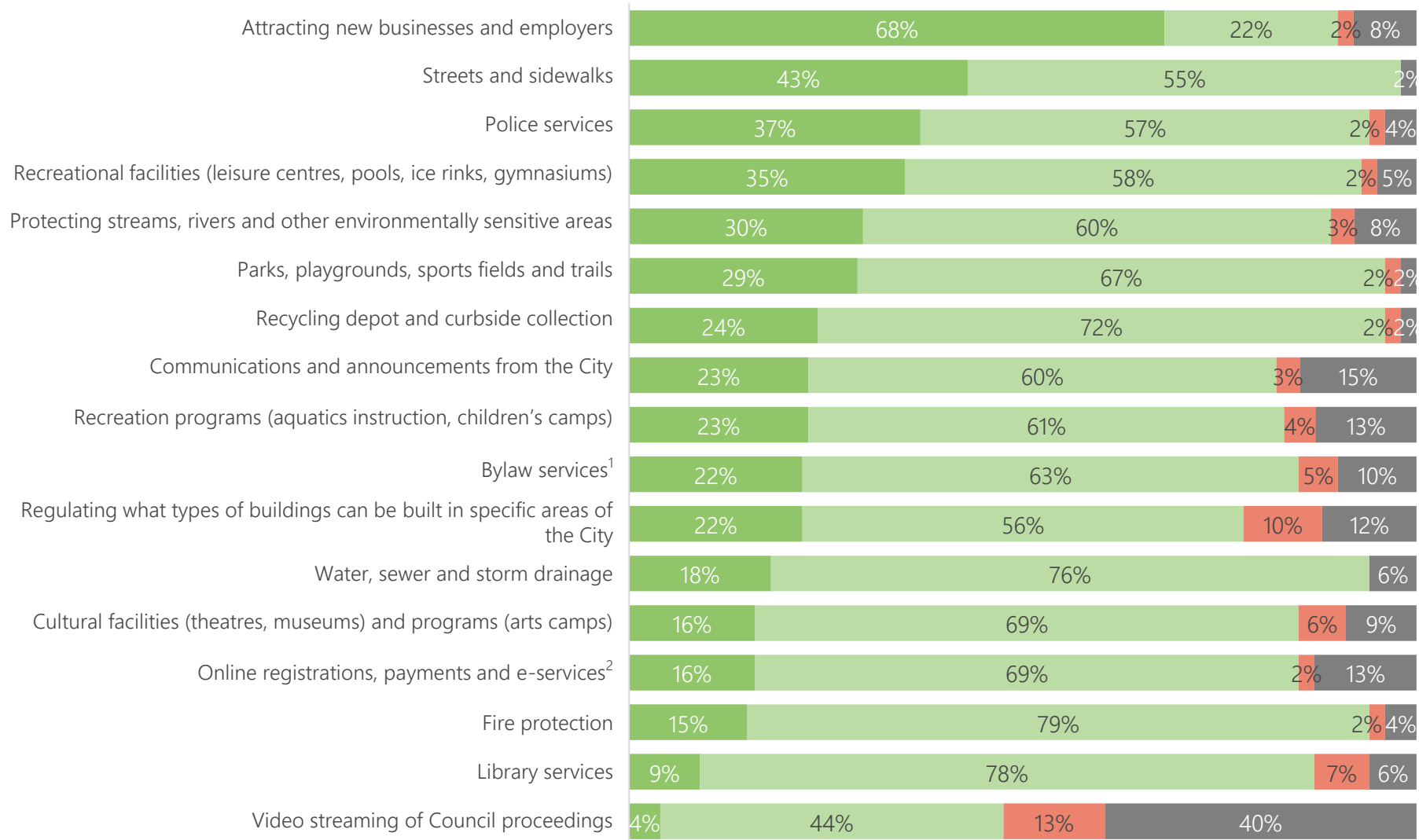
Consistent with 2014, residents tend to be most supportive of a pure tax increase when it comes to emergency services. However, no more than 32% advocate a pure tax increase to increase service levels (this being the case for fire protection). Residents tend to be most supportive of a pure user fee increase for recreation programs (40% would favour a user fee increase), cultural facilities (39%), and regulating what types of buildings can be built in specific areas of the City (38%). A combination of taxes and user fees garners the most support for recreation facilities (52% would favour a combination of the two), parks, playgrounds, sports fields, and trails (43%) and, again, recreation programs (41%).

Few residents want to fund an increase in any area by reducing other services (support for this option generally ranging from 2% to 18%). However, 23% did choose this funding option for increasing the video streaming of Council proceedings.

A notable proportion of residents who want to see a service increase admit to not knowing the best way to fund it (12% to as high as 38%). The exception would be recreation facilities – as noted above residents wanting to see an increase in these areas tend to favour a combination of taxes and user fees (52%) and only 7% lack an opinion.

For the service area where most residents would like to have service levels increased - attracting new businesses and employers – opinions tend to be mixed on how to fund the increase with 36% being unsure, 28% opting for a combination of taxes and user fees, 18% supporting a user fee increase, 12% supporting a reduction in other services and 6% a pure tax increase.

SERVICE LEVEL PREFERENCES SUMMARY



■ Increased ■ Maintained ■ Decreased ■ Don't know

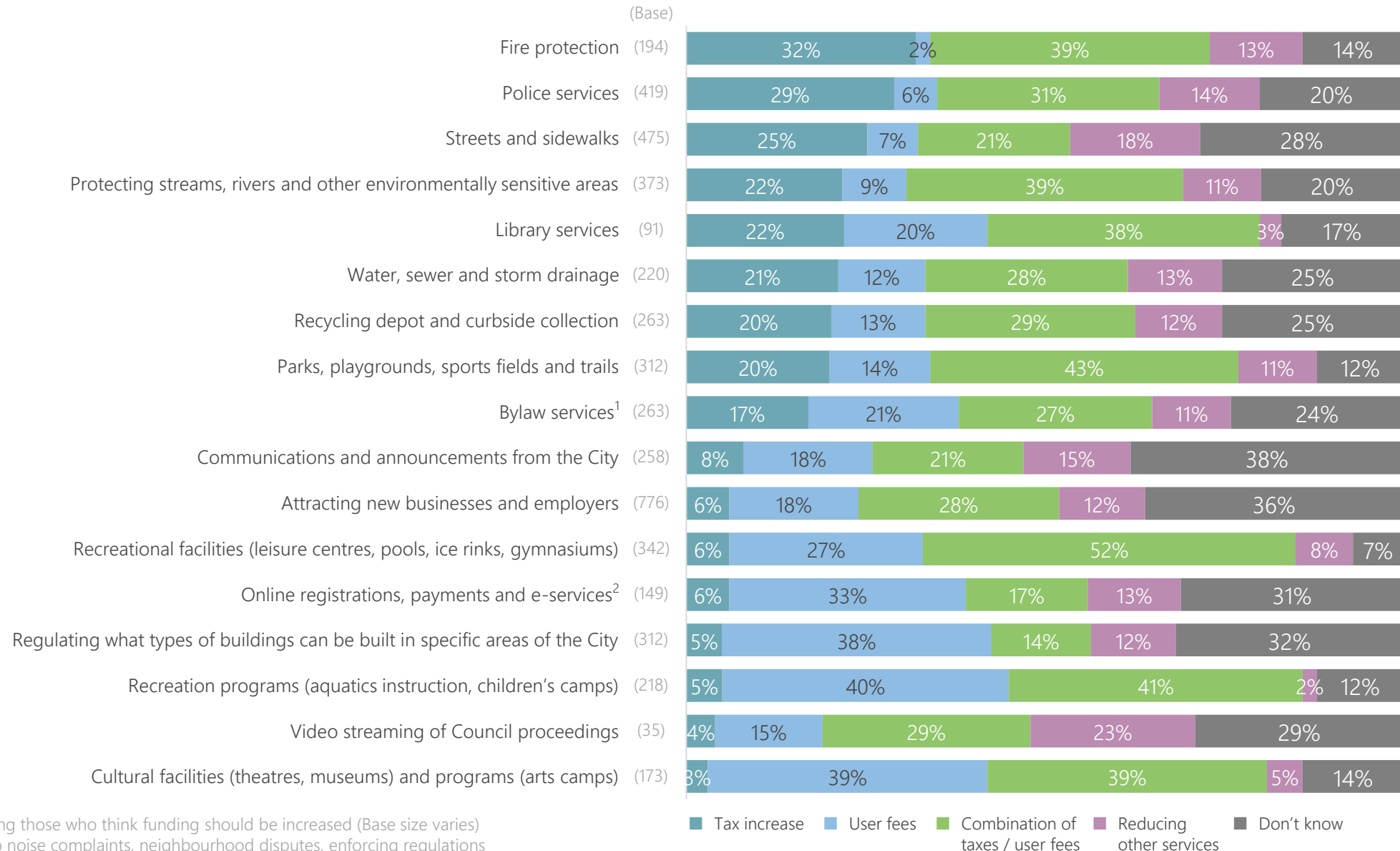
2020 Base: Total residents (1,187)

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



2020 Base: Among those who think funding should be increased (Base size varies)

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?

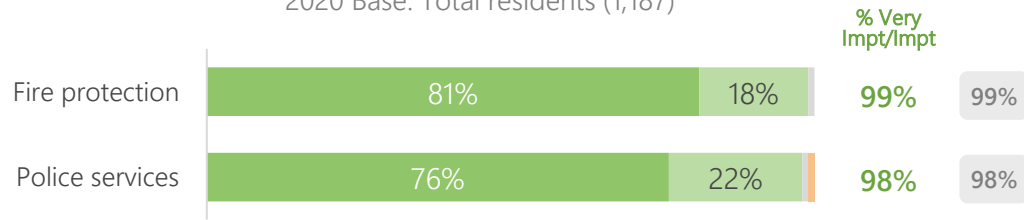


EMERGENCY SERVICES

Importance, performance, service levels and funding preferences for emergency services are highly similar to 2014 assessments. The exception would be an increased preference for increasing service levels for police services – in 2014, 26% wanted increased service levels and this has grown to 37% in 2020.

Importance of Service

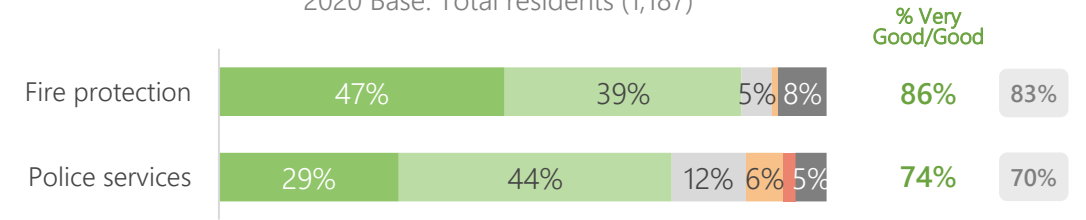
2020 Base: Total residents (1,187)



■ Very important ■ Important ■ Neither ■ Not important ■ Not at all important ■ Don't know

City Performance

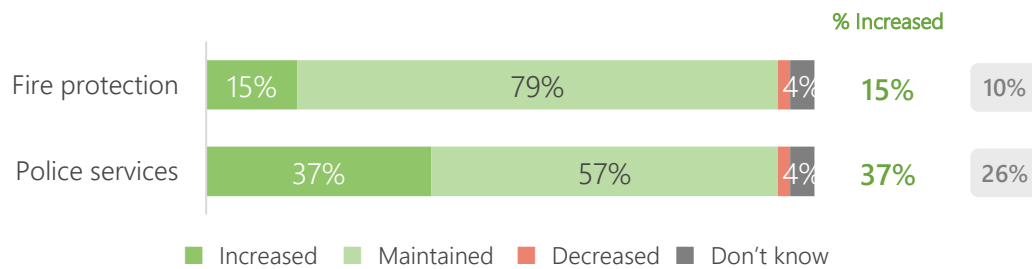
2020 Base: Total residents (1,187)



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

Service Should be...

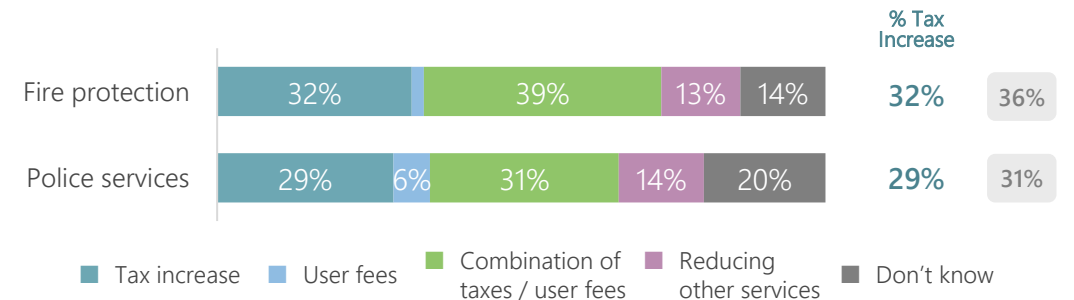
2020 Base: Total residents (1,187)



■ Increased ■ Maintained ■ Decreased ■ Don't know

How Increase Should be Funded

2020 Base: Among those who think funding should be increased (194-419)



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

2014 Base: Total residents responding (893-897); Among those who think funding should be increased (95-245)

Note: Prior to 2020, this category of services was called "Protective Services"

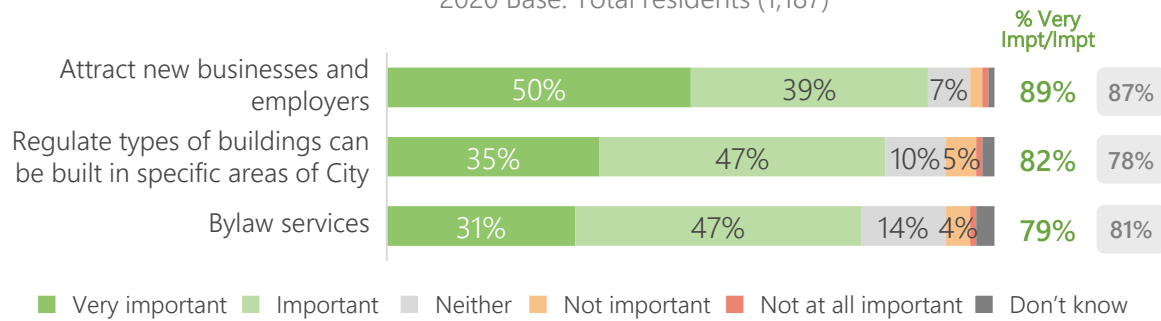
Q3. The following is a list of services that the City currently provides. First, please rate how important each service is to you. / Q4. Next, how satisfied are you with each of these services? / Q5. For the same services, please indicate for each one if you think it needs to be increased, decreased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

vs. 2014

When it comes to services that relate to growth in the City of Maple Ridge, importance remains as high as it was six years ago; however, satisfaction has dipped when it comes to attracting new businesses and employers and regulating the types of buildings that can be built in specific areas of Maple Ridge. Compared to 2014, residents this year are more likely to want increased service levels for attracting new businesses and employers and also for bylaw services.

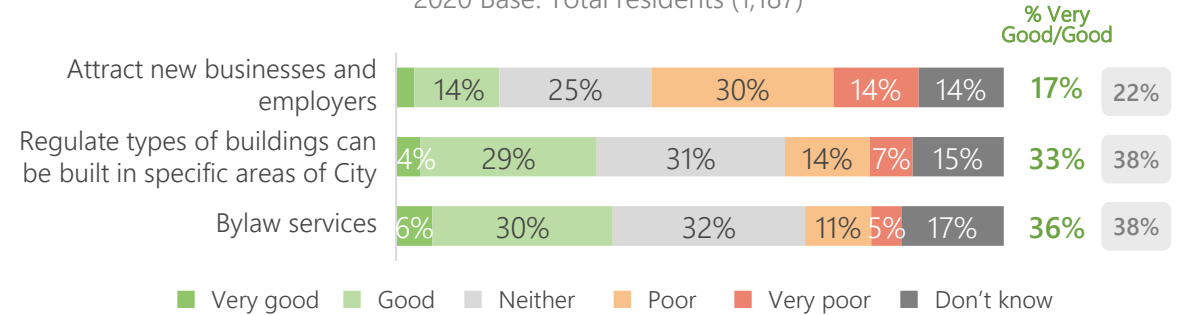
Importance of Service

2020 Base: Total residents (1,187)



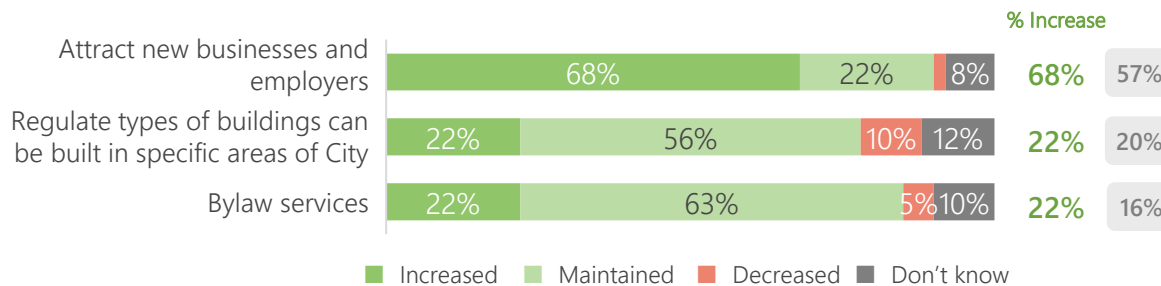
City Performance

2020 Base: Total residents (1,187)



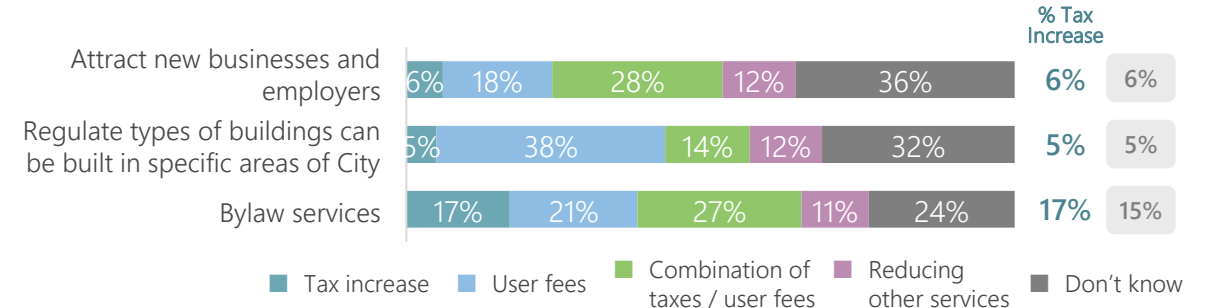
Service Should be...

2020 Base: Total residents (1,187)



How Increase Should be Funded

2020 Base: Among those who think funding should be increased (263-776)



2014 Base: Total residents responding (896-897); Among those who think funding should be increased (151-533)

Note: Prior to 2020, this category of services was called "Community Growth"

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?

vs. 2014



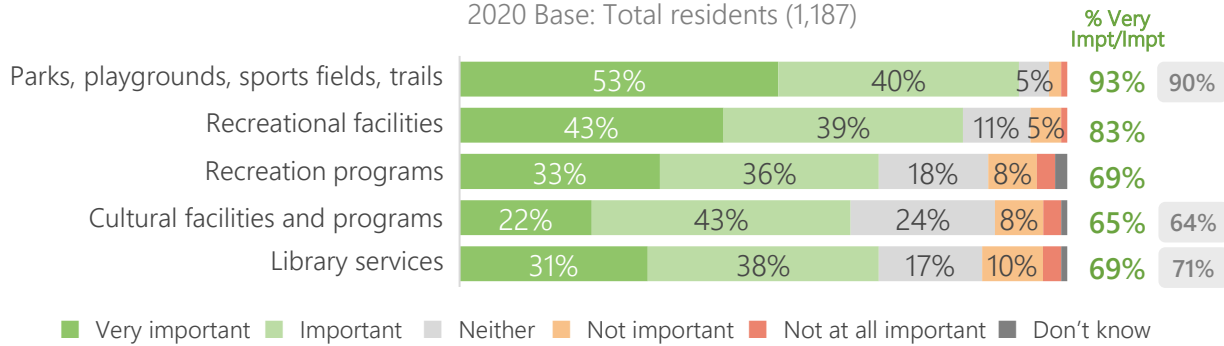
PARKS AND RECREATION



Parks and recreation – in particular, parks, playgrounds, sports fields, trails and recreation facilities – continue to be considered important services by Maple Ridge residents and the proportion wanting the former (i.e. parks, etc.) to have increased service levels has inched up from 21% in 2014 to 29% in 2020. Since 2014, satisfaction with cultural facilities and programs and library services have dipped slightly and more residents currently would like service levels to be increased for these two areas (albeit the proportions wanting increases remains low at 16% and 9%, respectively).

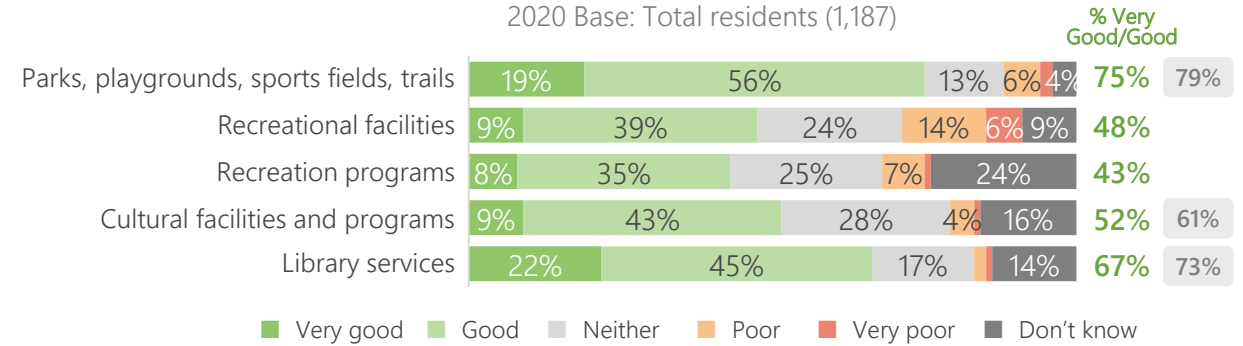
Importance of Service

2020 Base: Total residents (1,187)



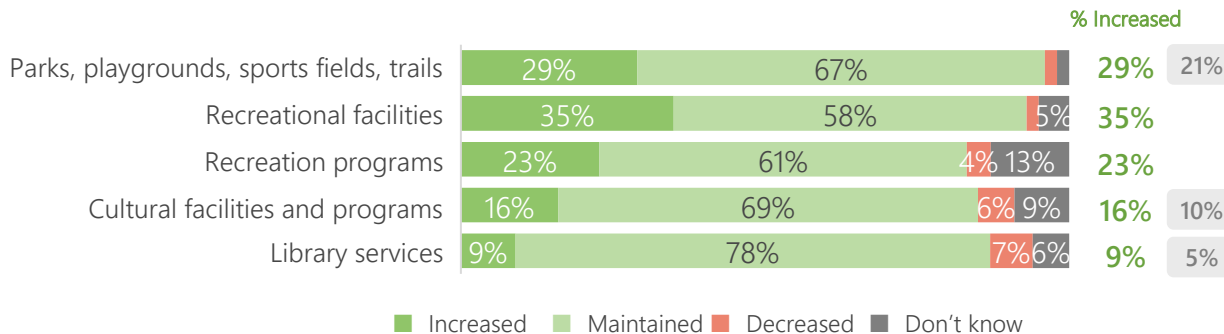
City Performance

2020 Base: Total residents (1,187)



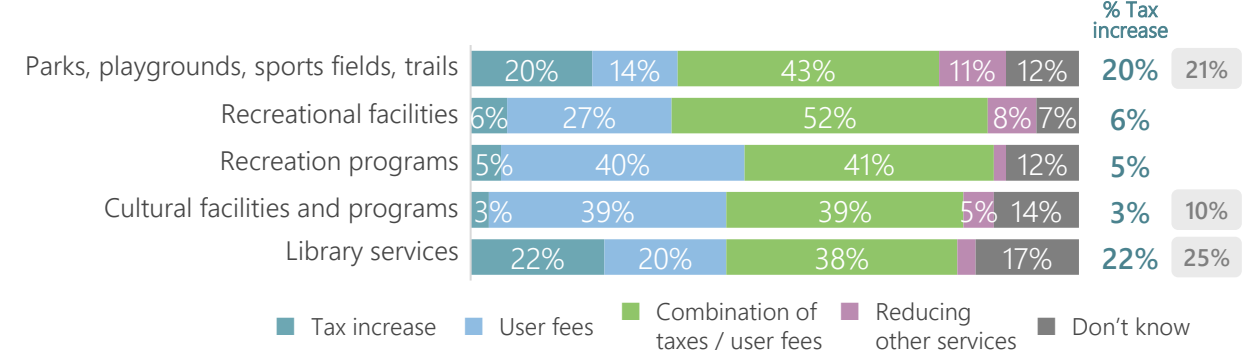
Service Should be...

2020 Base: Total residents (1,187)



How Increase Should be Funded

2020 Base: Among those who think funding should be increased (91-342)



2014 Base: Total residents responding (894-897); Among those who think funding should be increased (42-178)

Note: In 2020, Recreational facilities and Recreation programs were evaluated separately and therefore, results for Recreational facilities and Recreation programs have not been trended.

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?

vs. 2014



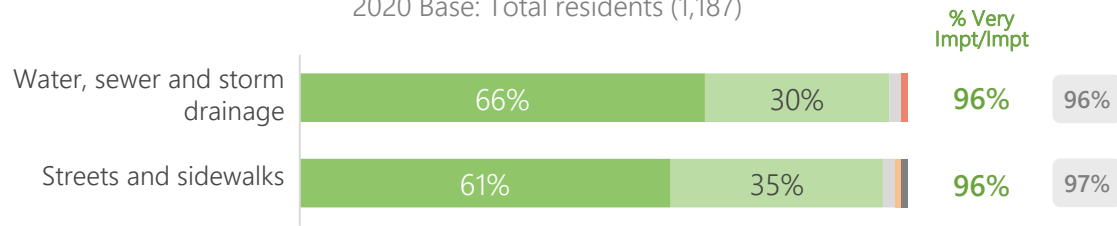
STREETS & UTILITIES



Streets and utilities is a highly important service area with satisfaction scores that are relatively positive for water, sewer and storm drainage (72%), but are more moderate for streets and sidewalks (51% satisfied). These assessments are in line 2014. An increasing proportion of residents relative to 2014 want to see increased service levels in both service areas; however, when it comes to how to fund increases, current opinions are mixed.

Importance of Service

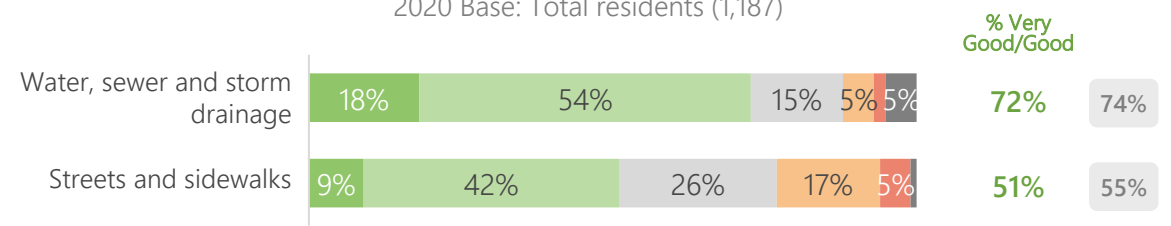
2020 Base: Total residents (1,187)



Very important Important Neither Not important Not at all important Don't know

City Performance

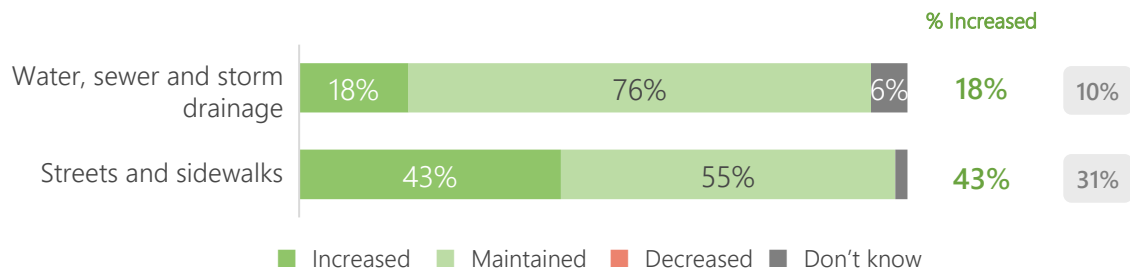
2020 Base: Total residents (1,187)



Very good Good Neither Poor Very poor Don't know

Service Should be...

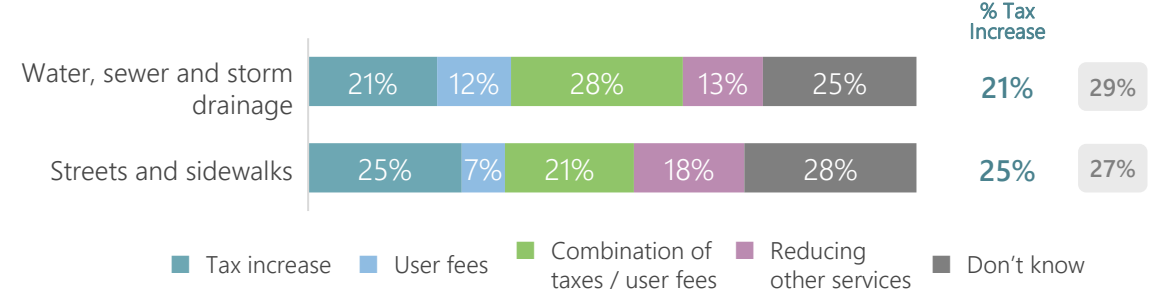
2020 Base: Total residents (1,187)



Increased Maintained Decreased Don't know

How Increase Should be Funded

2020 Base: Among those who think funding should be increased (220-475)



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

2014 Base: Total residents responding (894-897); Among those who think funding should be increased (107-285)

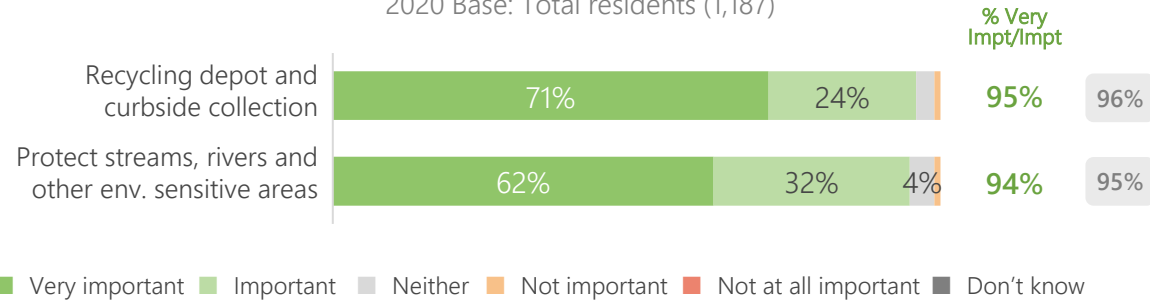
Q3. The following is a list of services that the City currently provides. First, please rate how important each service is to you. / Q4. Next, how satisfied are you with each of these services? / Q5. For the same services, please indicate for each one if you think it needs to be increased, decreased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

ENVIRONMENTAL SERVICES

The importance of environmental services in Maple Ridge remains high. Performance on protecting streams, rivers and other environmentally sensitive areas is rated similarly as in 2014, while residents note a slight improvement in recycling depot and curbside collection. For both these service areas, the majority want service levels maintained but there is a growing minority (22% in 2014 and 30% in 2020) who would like to see increased service levels for protecting streams, rivers, etc. Opinions on how to fund increases for environmental services are mixed, but lean towards a combination of taxes and user fees.

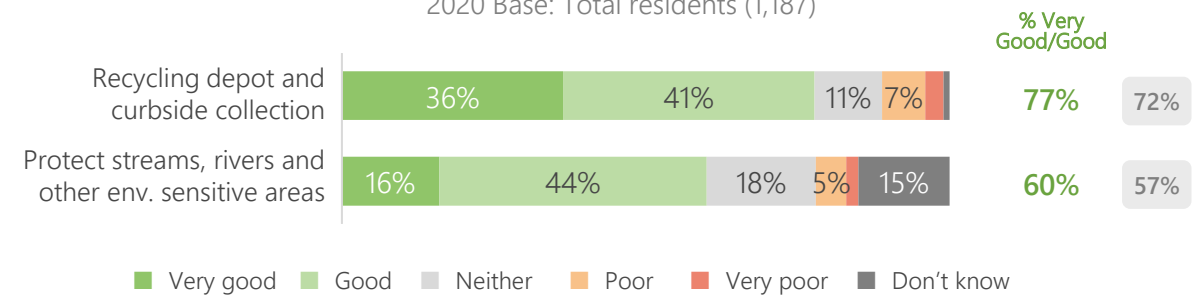
Importance of Service

2020 Base: Total residents (1,187)



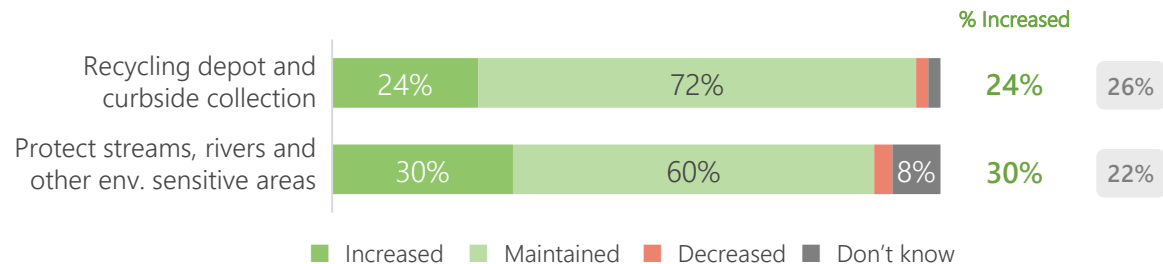
City Performance

2020 Base: Total residents (1,187)



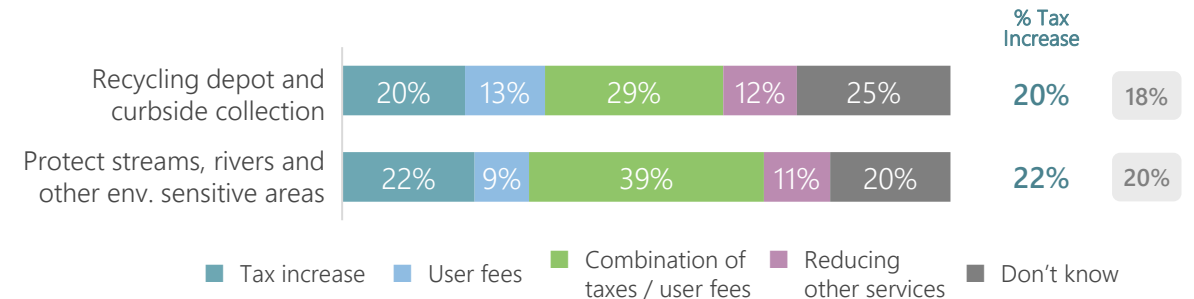
Service Should be...

2020 Base: Total residents (1,187)



How Increase Should be Funded

2020 Base: Among those who think funding should be increased (263-373)



2014 Base: Total residents responding (896-897); Among those who think funding should be increased (192-245)

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?

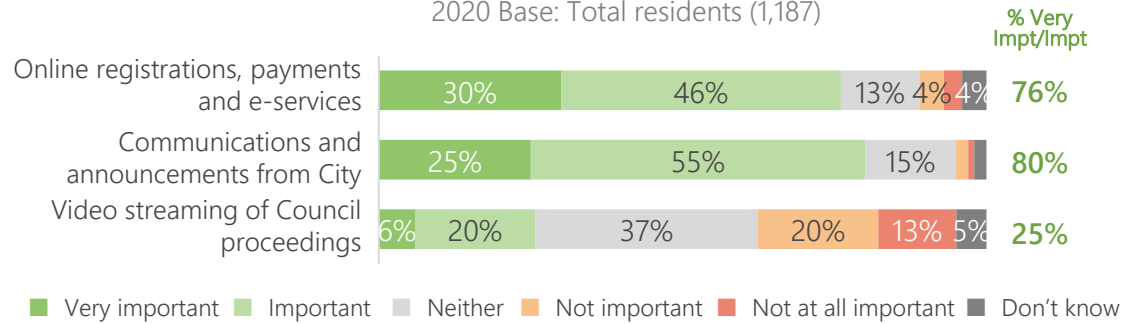


ACCESSING INFORMATION & SERVICES

City of Maple Ridge residents consider online registrations, payments and communications and announcements from the City to be important. Performance in these areas range from neutral to positive and 60% to 69% would like current service levels maintained. However, only 25% rate video streaming of Council proceedings as important and most have no opinion on the service itself in terms of performance. As was noted earlier in this report – opinions on current service levels are mixed when it comes to video streaming of Council proceedings – 44% want current service levels maintained and 40% are unsure.

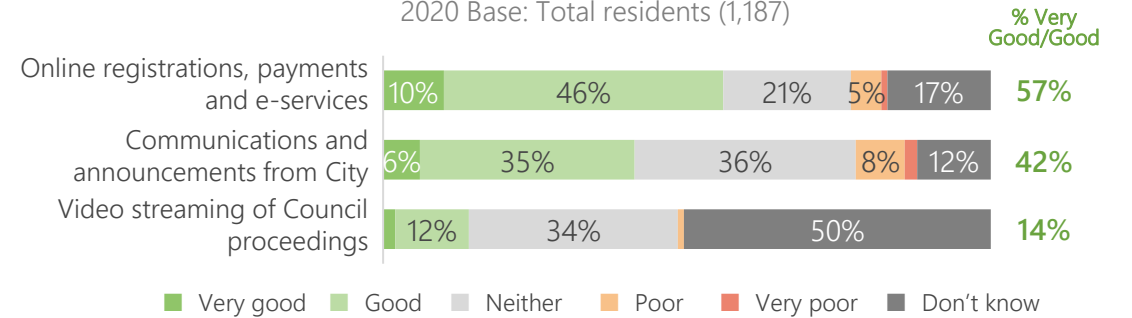
Importance of Service

2020 Base: Total residents (1,187)



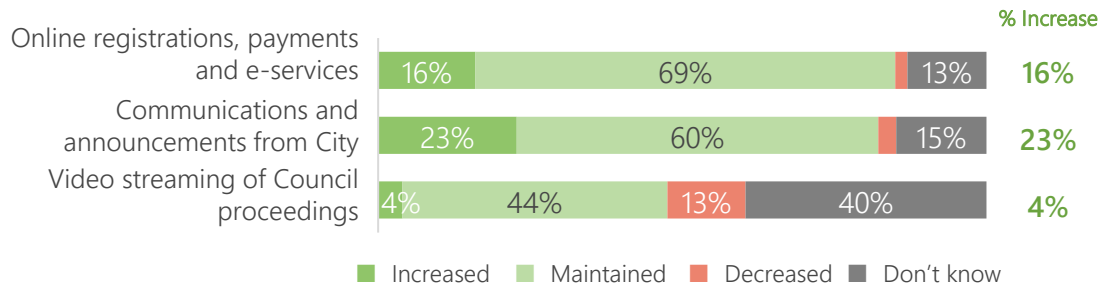
City Performance

2020 Base: Total residents (1,187)



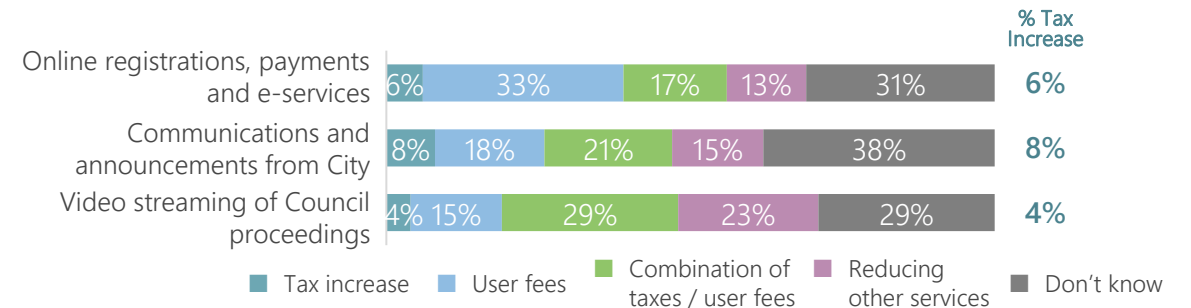
Service Should be...

2020 Base: Total residents (1,187)



How Increase Should be Funded

2020 Base: Among those who think funding should be increased (35-258)



Note: Prior to 2020, 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. 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

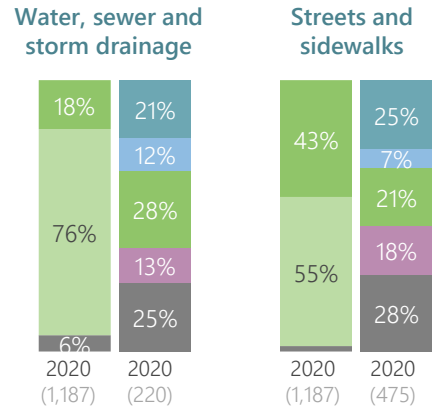


HOW INCREASE SHOULD BE FUNDED
(Base: Among those who think funding should be increased)

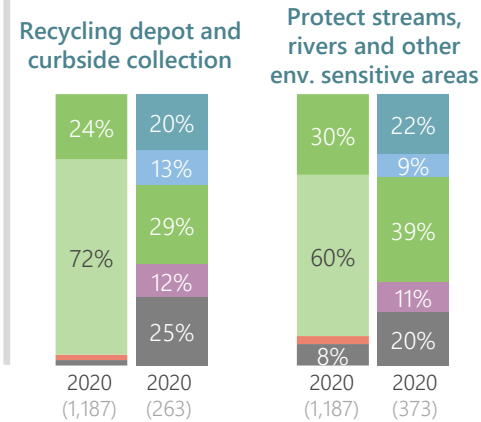
SERVICE SHOULD BE
(Base: Total residents)

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

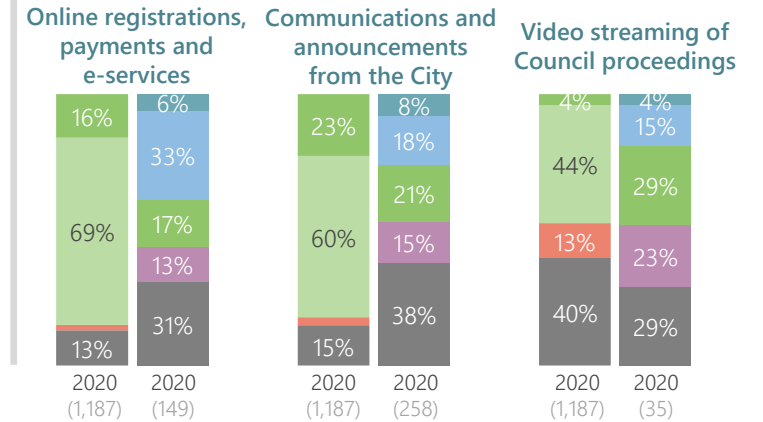
STREETS & UTILITIES



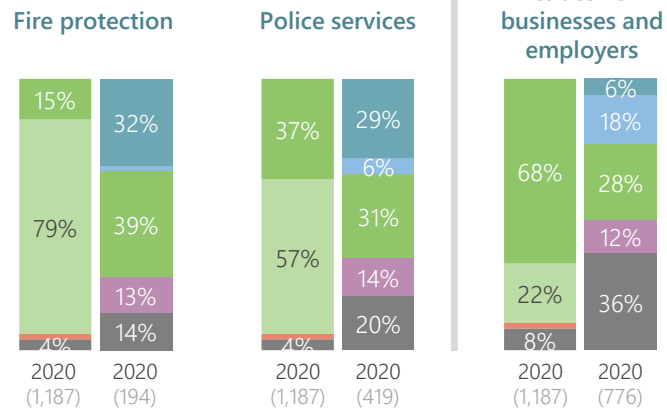
ENVIRONMENTAL SERVICES



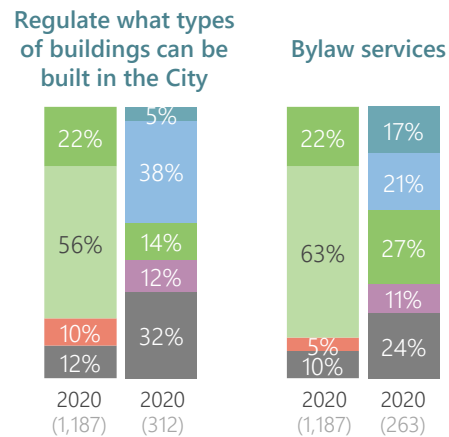
ACCESSING INFORMATION & SERVICES



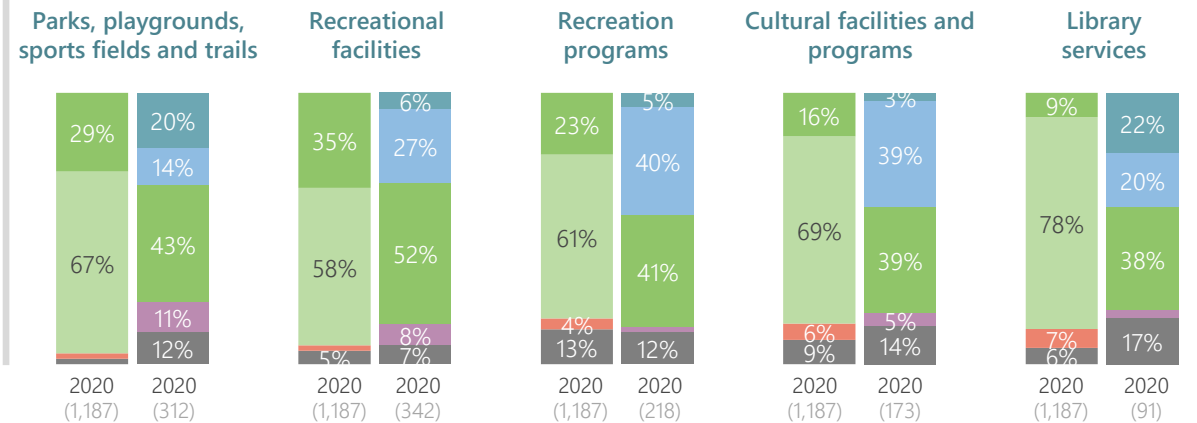
EMERGENCY SERVICES



GROWTH



PARKS AND RECREATION





SUMMARY OF FINDINGS

Preferred Communication Channels

PREFERRED COMMUNICATION CHANNELS

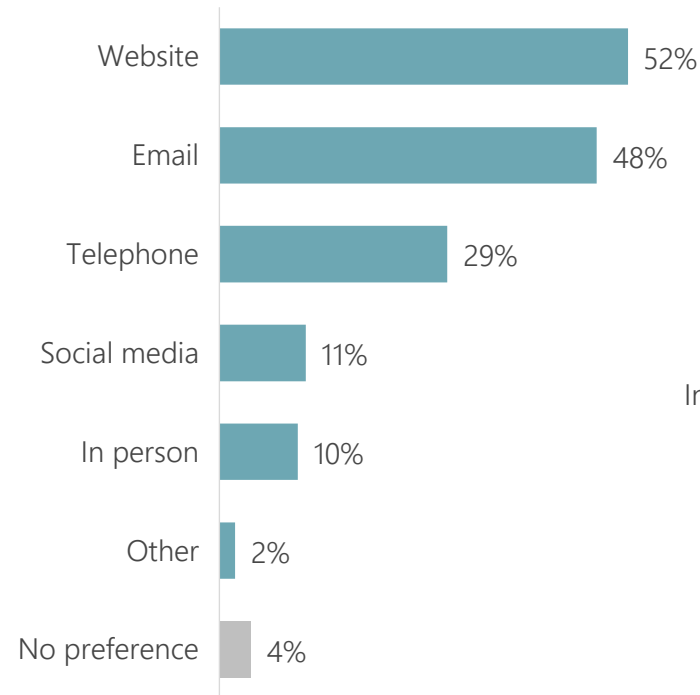
When residents are **requesting information from the City on services**, they express equal preference for visiting the website as they do for using email. Residents under 55 years of age lean towards visiting the website, while those 55 and older express equal preference for email, telephone and visiting the website. Preference for social media reaches 21% among those 18 to 34.

Residents prefer to visit the website over other communication channels when it comes to **receiving news and developments from the City**. Email takes a close second place followed by newspaper and social media. Preference for social media grows to 39% among residents under 55 years of age (however, the website is still the number one preference), while those 55 and older are equally likely to want to receive information via newspapers or the web.

(See following slide for age breakdowns.)

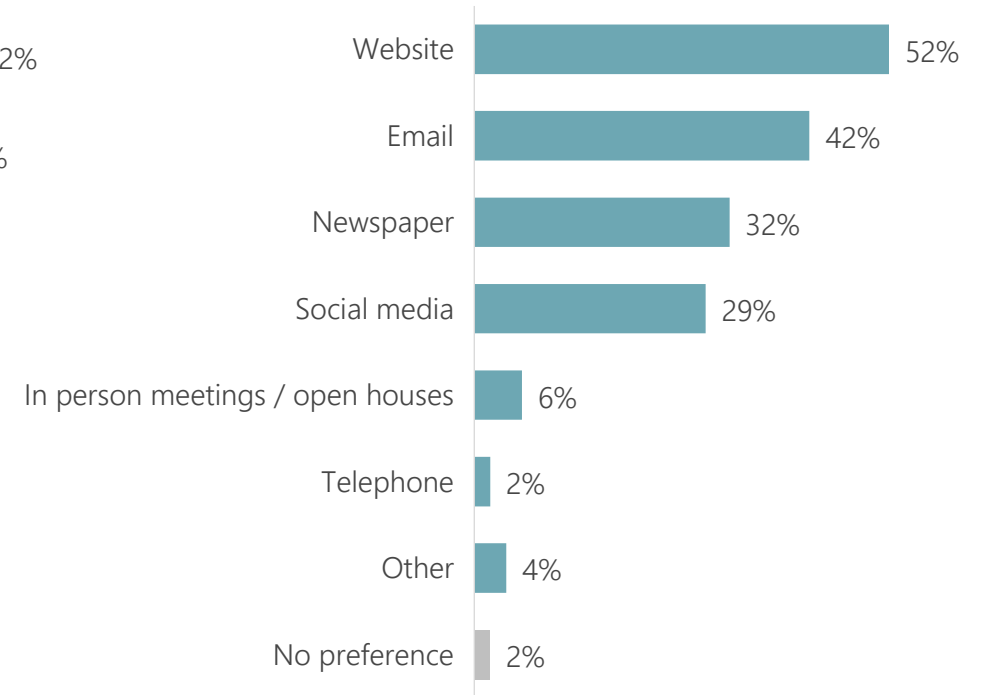
Preferred Methods for **Requesting Information on Services** from the City

2020 Base: Total residents (1,187)



Preferred Methods for **Receiving News and Developments** from the City

2020 Base: Total residents (1,187)



Note: New questions added in 2020.

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. / Q11b. And how would you prefer the City keep you up-to-date on news and developments? Select up to two responses.

PREFERRED COMMUNICATION CHANNELS BY AGE

Preferred Methods for **Requesting Information on Services** from the City

	Total	Age		
		18-34	35-54	55+
Base:	1,187	29	313	845
Website	52%	55%	63%	40%
Email	48%	43%	52%	44%
Telephone	29%	13%	18%	44%
Social media	11%	21%	14%	6%
In person	10%	11%	4%	17%
Other	2%	0%	3%	2%
No preference	4%	4%	3%	4%

Preferred Methods for **Receiving News and Developments** from the City

	Total	Age		
		18-34	35-54	55+
Base:	1,187	29	313	845
Website	52%	55%	57%	45%
Email	42%	49%	45%	37%
Newspapers	32%	13%	21%	46%
Social media	29%	34%	40%	16%
In person meetings/ open houses	6%	3%	3%	9%
Telephone	2%	3%	1%	3%
Other	4%	4%	3%	5%
No preference	2%	0%	1%	3%

 Higher than other age group(s)

Note: New questions added in 2020.

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. / Q11b. And how would you prefer the City keep you up-to-date on news and developments? Select up to two responses.



SUMMARY OF FINDINGS

Response to COVID-19

PERFORMANCE DURING COVID-19

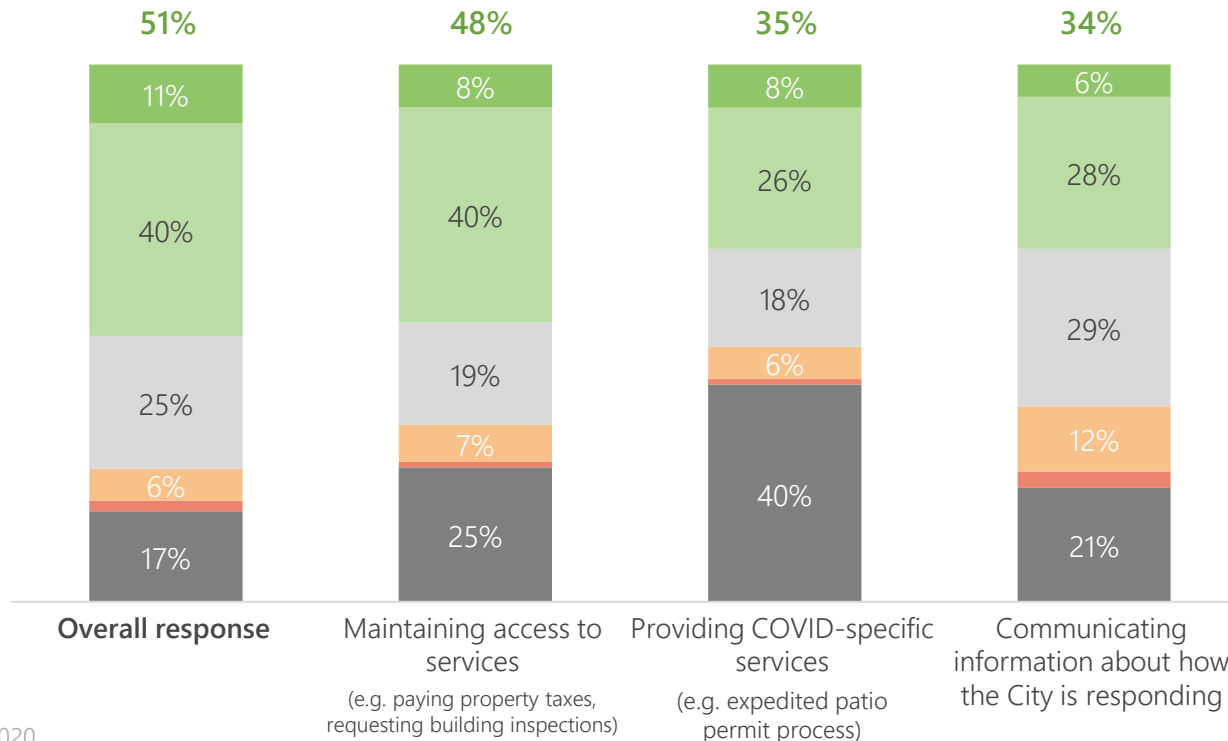
One-half of residents award highly positive ratings to the City for their overall response to COVID. When it comes to maintaining access to services, about the same proportion (48%) also give the City top marks. Providing COVID-specific services and communicating how the City is responding to the pandemic earn relatively lower scores with 35% and 34%, respectively, awarding top marks. However, it should be noted that residents do not feel negatively about the City’s COVID response, rather, they tend to be undecided (i.e. ‘neither poor nor good’ or ‘unsure’), especially when it comes to providing COVID-specific services (58% are undecided or unsure). Among the 31% of residents who left a comment about the City’s COVID response, the top comment is that they have heard very little about what the City has done and more needs to be communicated.

Performance During COVID-19

2020 Base: Total residents (1,187)

% Very good / good

- Very good
- Good
- Neither poor nor good
- Poor
- Very poor
- Don't know



General Comments About COVID-19

	2020
Base: Among those leaving a comment <i>Showing major mentions only.</i>	388
Heard very little about City actions around COVID-19 / need more info communicated	15%
Doing a good job	10%
More follow through with regulations / City needs to enforce safety protocols	10%
Masks / PPE should be mandatory	7%
Have not dealt with the city during COVID	7%
City office / businesses / recreation centers have been closed for too long	7%
Most of the information has come from provincial / federal sources	3%
Good COVID regulations	3%

Note: New question added in 2020.

Q12. How would you rate the performance of the City of Maple Ridge with regards to COVID-19 when it comes to...? / Q12e. Please use the space below to share any comments.

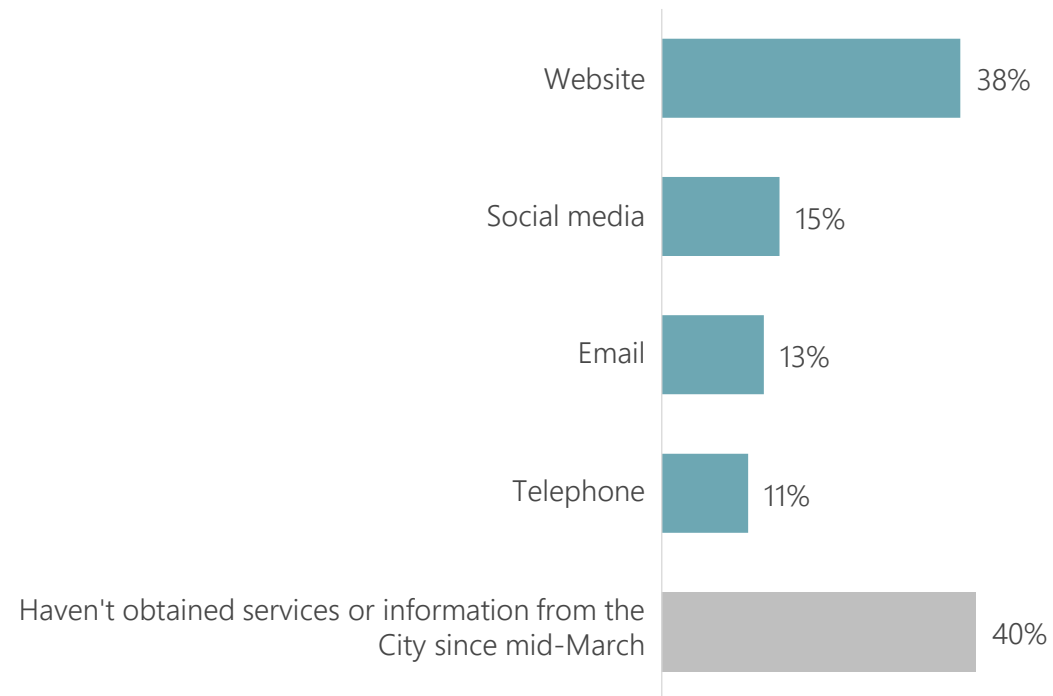
COMMUNICATION CHANNELS USED SINCE ONSET OF COVID-19

Since the onset of COVID-19 in mid-March, 60% of residents report obtaining municipal services or information from the City. Most commonly, residents did this by visiting the website (38%), while fewer visited a social media site (15%), emailed (13%) or called (11%).

Relative to their counterparts, homeowners, families with kids and residents aged 35 to 54 are more likely to have had contact with the City since COVID-19 hit. These resident groups most commonly interacted with the City by visiting the website.

Channels Used for Obtaining Services and Information from the City Since Mid-March

2020 Base: Total residents (1,187)



IMPACT OF COVID-19 ON COMMUTING / EMPLOYMENT

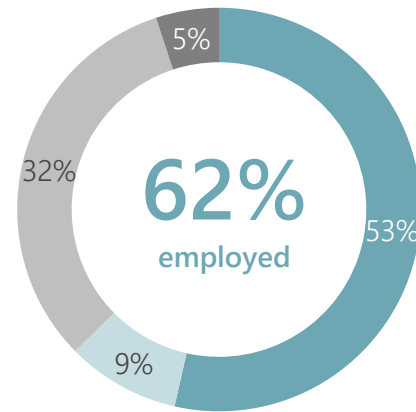
62% of Maple Ridge residents report being employed either full time or part time.

Following the introduction of COVID-19 measures in March, a substantial portion (32%) report that they are still commuting into work. Another 11% report working partly from home and partly at their place of work, while 8% report transitioning to solely working from home. Another 6% report that they were already working from home prior to COVID-19.

The majority of those who are not working are retired (19%). Another 4% were not employed before the pandemic and 3% report having lost their employment due to COVID.

Reported Employment Status

2020 Base: Total residents (1,187)

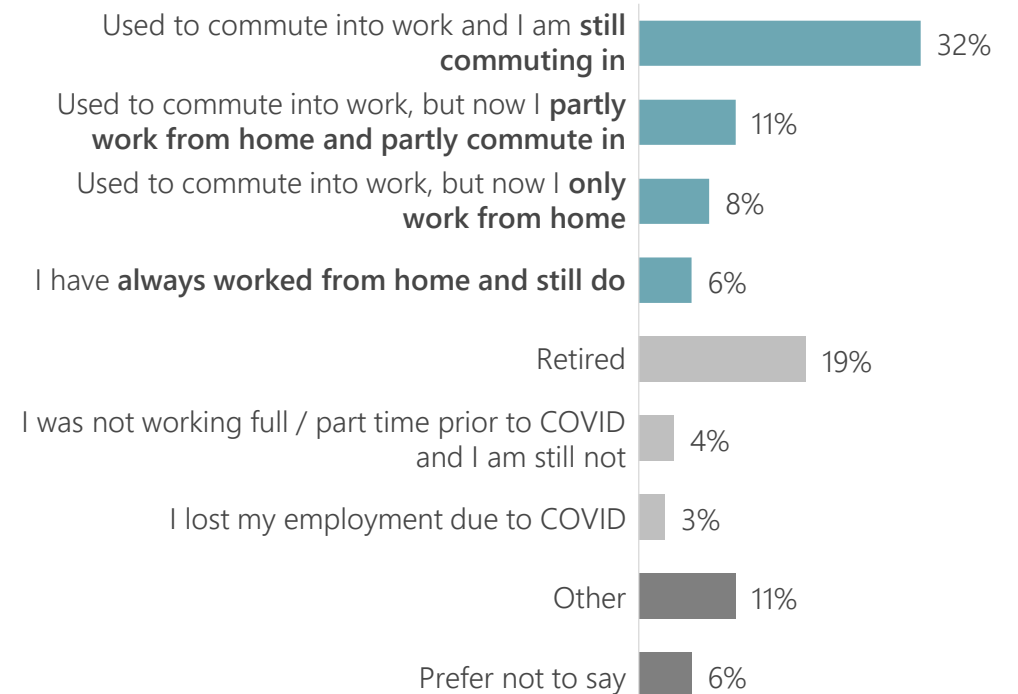


- Employed full time
- Employed part time
- Not employed
- Prefer not to say



Impact of COVID-19 on Commuting / Employment Status

2020 Base: Total residents (1,187)



Note: New questions added in 2020.

QD5. Are you currently employed? / QD5b. Which best describes you:



SUMMARY OF FINDINGS

Comments from Residents

COMMENTS FROM RESIDENTS

Residents were given the opportunity to provide comments about the topics covered in the survey.

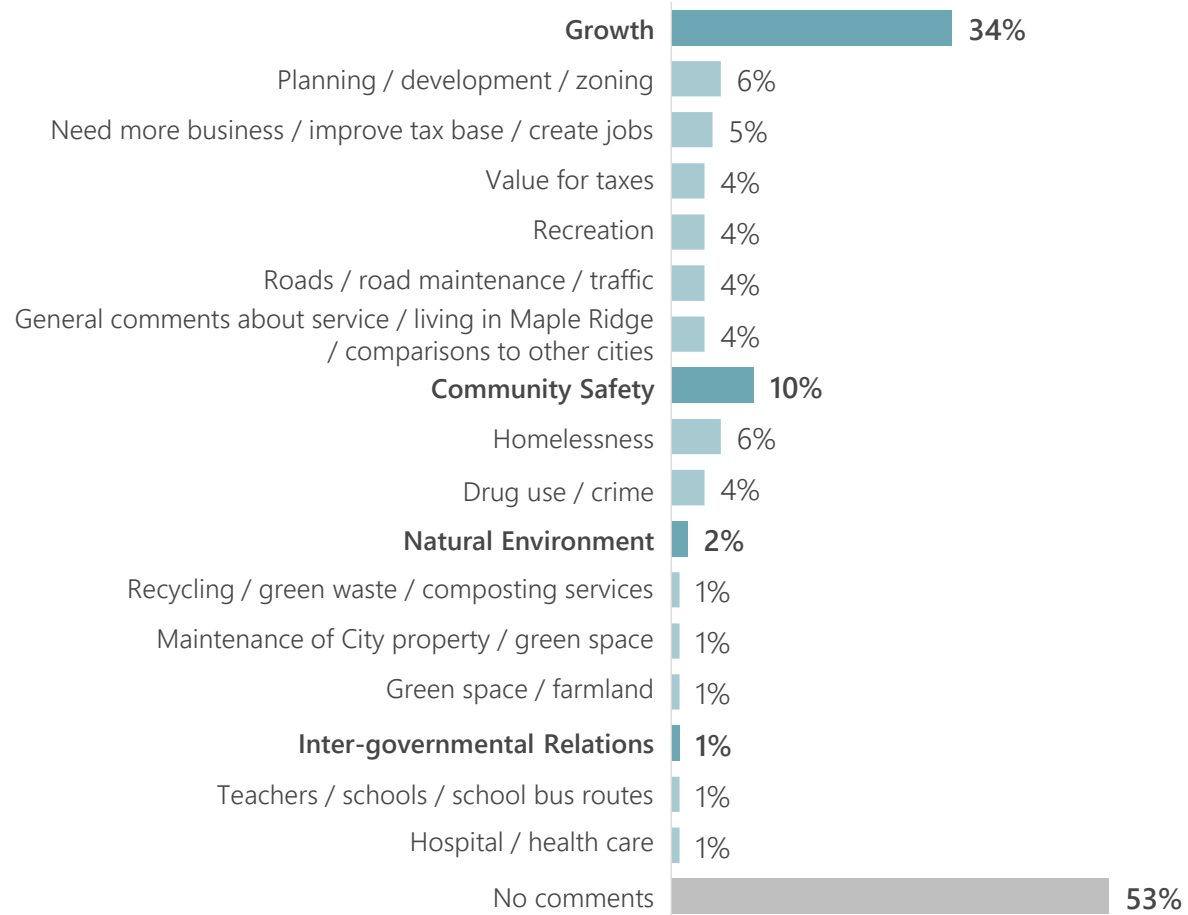
47% of residents decided to provide feedback. The majority of comments are related to growth (34%) – most commonly, planning, zoning and development or the need to attract more businesses to the City.

One-in-ten leave comments related to community safety such as homelessness, drug use or crime.

2% share their thoughts about the natural environment and 1% touch on inter-governmental relations.

Comments

2020 Base: Total Residents (1,187)



Note: New question added in 2020.

Note: Comments were grouped based on the City's priorities. Showing major mentions within each category of comments. <1% of comments relate to Community Pride & Spirit and therefore, have not been included in the chart. 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. Please type in your comments below.



SUMMARY OF FINDINGS

Final Summary

- 1 QUALITY OF LIFE**

The data indicates that satisfaction with the quality of life in the City of Maple Ridge remains high. Access to the outdoors and outdoor activities, parks, scenery, are what residents like most. Homelessness, crime and lack of shopping opportunities are the top concerns.

- 2 SATISFACTION WITH MUNICIPAL SERVICES AND VALUE**

Satisfaction with municipal services remains moderately positive with 49% giving ratings of very good or good. Perceived value for taxes ratings are more mixed – 28% respond positively, 45% are uncertain or unsure and 27% give negative ratings.

- 3 SERVICE AREAS PRIORITIES AND PERFORMANCE**

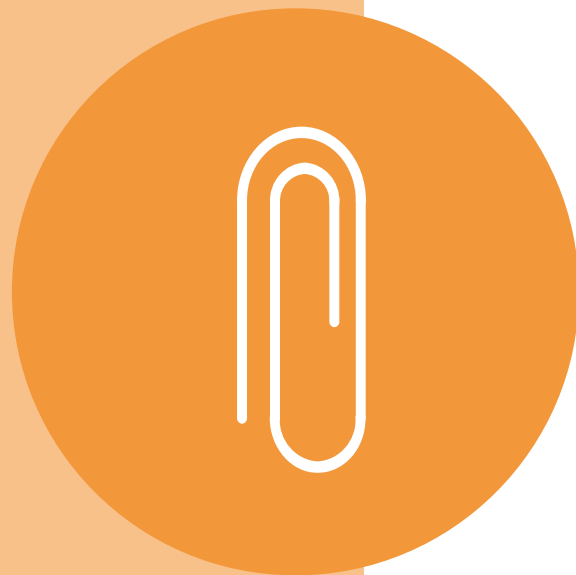
Service area performance and priorities are highly similar to 2014: residents prioritize emergency services, environmental services and streets and utilities. Performance on growth, streets and sidewalks and City communications and announcements are highlighted as areas of improvement. Generally, residents favour maintaining current service levels, and if there is to be an increase, funding it through a combination of user fees and taxes.

- 4 PREFERRED COMMUNICATION CHANNELS**

The City's website and email are the most preferred communication channels – whether residents are reaching out for information or the City is communicating news or developments.

- 5 RESPONSE TO COVID-19**

Residents give the City moderately positive ratings for its response to COVID-19. Those who do not assess the City positively tend to be unsure or give a neutral rating, rather than give a negative assessment. Those who have obtained information from the City since mid-March have primarily done so by visiting the City's website.



Appendix

RESIDENT PROFILES

		2020
Gender	(base)	1,187
Male		48%
Female		48%
Other		0%
Prefer not to answer		3%
Age		
18 to 34		8%
35 to 44		22%
45 to 54		25%
55+		45%
Years Lived in Maple Ridge		
Less than 1 year		3%
1 to 5 years		7%
6 to 10 years		13%
11 to 20 years		30%
More than 20 years		48%
Home Tenure		
Own		86%
Rent		8%
Prefer not to answer		6%

		2020
Household Composition	(base)	1,187
Single with no children		10%
Single with children		7%
Couple with no children		26%
Couple with children		44%
Other		8%
Prefer not to answer		6%
Annual Household Income		
Less than \$20,000		1%
\$20,000 to less than \$35,000		3%
\$35,000 to less than \$50,000		4%
\$50,000 to less than \$65,000		6%
\$65,000 to less than \$80,000		8%
\$80,000 to less than \$100,000		9%
\$100,000 to less than \$150,000		19%
\$150,000 to less than \$200,000		13%
\$200,000 or more		6%
Prefer not to answer / don't know		30%