



City of Maple Ridge News Release

FOR IMMEDIATE RELEASE

January 20, 2015 #15-04

For further information, contact:
Laura Benson at 604-467-4338
lbenson@mapleridge.ca

Maple Ridge Citizens Satisfaction Survey Presented to Council

Maple Ridge, BC: Mary Bacica, Vice President & Privacy Officer of Sentis Market Research Inc., provided Council with an overview of the latest Citizens Satisfaction Survey at the January 19, 2015 Council Workshop meeting.

In 2014 citizens indicated that their satisfaction with the quality of life in Maple Ridge is the highest that it has been since 2003. Ms. Bacica reported that 84% of citizens were very or somewhat satisfied and named such things as recreational offerings, natural environment and rural character as some of the reasons why.

The report also provided Council with some research to show the areas that citizens have concerns. Homelessness, poverty, crime, the lack of shopping and desire for increased economic growth are all areas identified by citizens that need to be looked at.

“It is gratifying to see that the issues we all heard on the campaign trail are consistent with this report. Each of us was attracted to this community by the amazing natural setting and beauty. We also all share a desire to ensure that we deal with challenges in our community head on,” said Mayor Read. “We’ve already launched our Task Forces on Homelessness and Open Government and we will be setting our strategic direction for the community in the coming weeks. I encourage citizens to review the survey results and I can assure everyone that we will be bringing a number of issues identified in the report, such as garbage collection, economic development and other key issues, to the Council table to develop a plan. On behalf of Council I’d like to thank the citizens who took the time to fill out this survey. This is an important tool for all of us on Council to focus on as we create a plan to navigate the City forward.”

Responses from 897 randomly selected Maple Ridge residents were collected between September 9 and October 1, 2014. The City of Maple Ridge has been conducting surveys since 2003 to provide Council with independent research to support their work in setting the strategic direction for the City. Some of the questions allow for direct comparisons to surveys in 2003, 2006, 2008 and 2012. The full survey has been published online at <http://mapleridge.ca/305/Performance-Reports>

For more information regarding the report please contact Laura Benson, Manager of Sustainability & Corporate Planning at lbenson@mapleridge.ca or by calling 604-467-4338.