

# City of Maple Ridge Citizen Survey

Revised – January 20, 2023

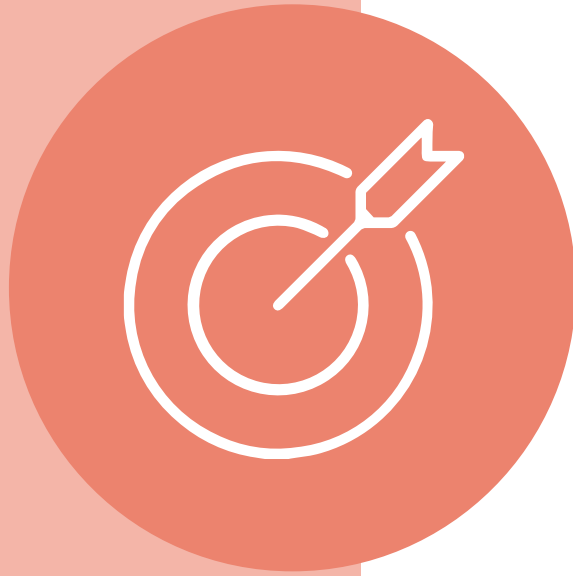


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# Background, Objectives & Approach

# 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, 2014 and 2020.

The 2022 survey is highly similar to 2020 to allow for reliable comparisons to be made; however, the 2022 survey has been refined to better align with the City's current priorities and informational needs.

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

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

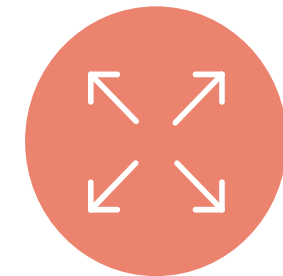
The City of Maple Ridge commissioned Sentis Research to design and conduct the aforementioned research study. This report contains the detailed findings from the 2022 Citizen Satisfaction Survey and includes comparisons back to 2003, where applicable.



Ask



Listen



Plan

# APPROACH



A random sample of 4,200 Maple Ridge households were selected from Canada Post lists for the City of Maple Ridge and invited to the survey via a 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 21 minutes and a total of 643 surveys were completed. (8 out of the total 643 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, 1 - \$250 VISA gift cards, 5 - \$50 Parks, Recreation & Culture gift cards, 5 - \$50 supermarket gift cards, 5 - \$25 Skip the Dishes gift cards and 5 - \$25 downtown Maple Ridge Business Improvement Association gift certificates.



When comparing 2022 to 2020 results, a shift of 6 percentage points is required to consider that shift significant at the 95% level of confidence.



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

## Survey Responses

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



# Highlights

# HIGHLIGHTS

## Current Quality of Life in Maple Ridge & Visions for the Future (p 10-15)

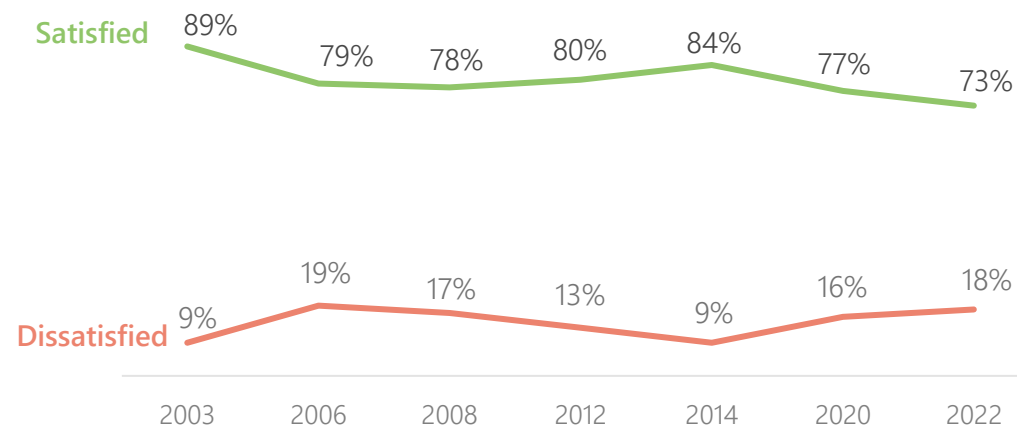
While the majority of Maple Ridge residents continue to say they are satisfied with the quality of life in the City, the proportion feeling this way has been trending down since 2014. Currently, 73% say they are very or somewhat satisfied with the quality of life in Maple Ridge and while this is not significantly lower than in 2020 (77%), it is down from 84% in 2014.

Access to the outdoors, followed by recreational activities and facilities continues to be what residents like most about living in the community. Being a smaller community was a characteristic which residents clearly valued and mentioned from 2003 to 2012. However, since 2014, this attribute has received declining mentions to now stand at only 7%.

When it comes to what concerns residents (or what they least like about living in the City) it continues to be the homelessness/poverty, growing crime, and traffic congestion / the state of transportation in the area. Further, when residents are asked what they think the most pressing issues are for Maple Ridge, they again prioritize the homeless (it is clearly the number one issue), followed by addiction/drug use and crime/safety. The latter two issues are particularly concerning to those who are dissatisfied with the quality of life in the City.

Given the top concerns residents have when it comes to living in Maple Ridge (homelessness, crime, drug use, safety), it follows that the top vision residents have for the future of the City is simply a 'safe community' (mentioned by 25%). Residents also envision a Maple Ridge that has more shopping/restaurants, and protects and promotes its greenspaces.

Satisfaction with the Quality of Life in Maple Ridge

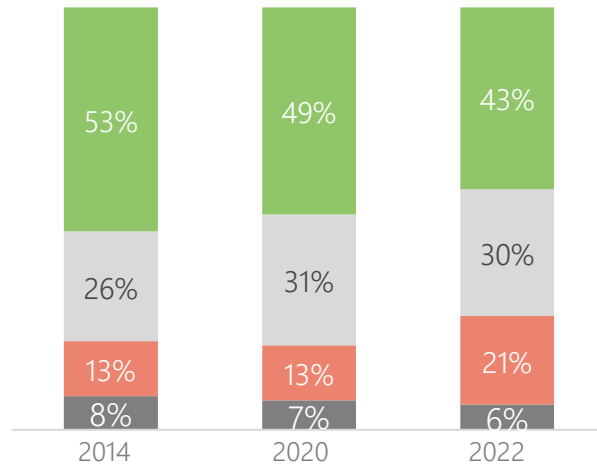


Visions for the Future of Maple Ridge

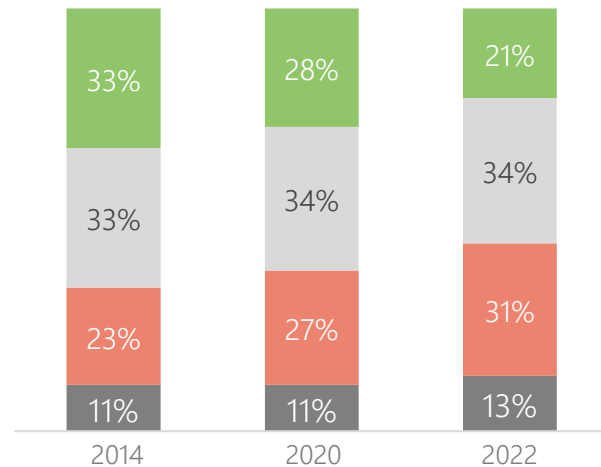


# HIGHLIGHTS

**Satisfaction with Municipal Services**



**Perceived Value for Property Taxes Paid**



## Satisfaction with Municipal Services and Value (p 16-18)

Satisfaction with municipal services and with the value of services for the property taxes paid are both lower than they were two years ago.

When it comes to municipal services, residents give increasingly more mixed feedback, with 43% this year saying services are very good or good, 30% giving a neutral rating and 21% saying they are poor or very poor. Positive ratings have declined steadily while negative ratings have increased this year.

The value of services for the property taxes paid has historically received mixed ratings and this year these ratings are increasingly less positive and more negative. Very good or good ratings have fallen from 28% to 21%, while poor or very poor ratings have grown from 27% to 31%.

The lack of garbage collection continues to be called out as a reason for lower satisfaction with municipal services and for the value of services for the taxes paid. However, those who are unhappy with the perceived value of their tax dollars most often say it is because they feel their taxes are too high, especially compared with other communities.



# HIGHLIGHTS

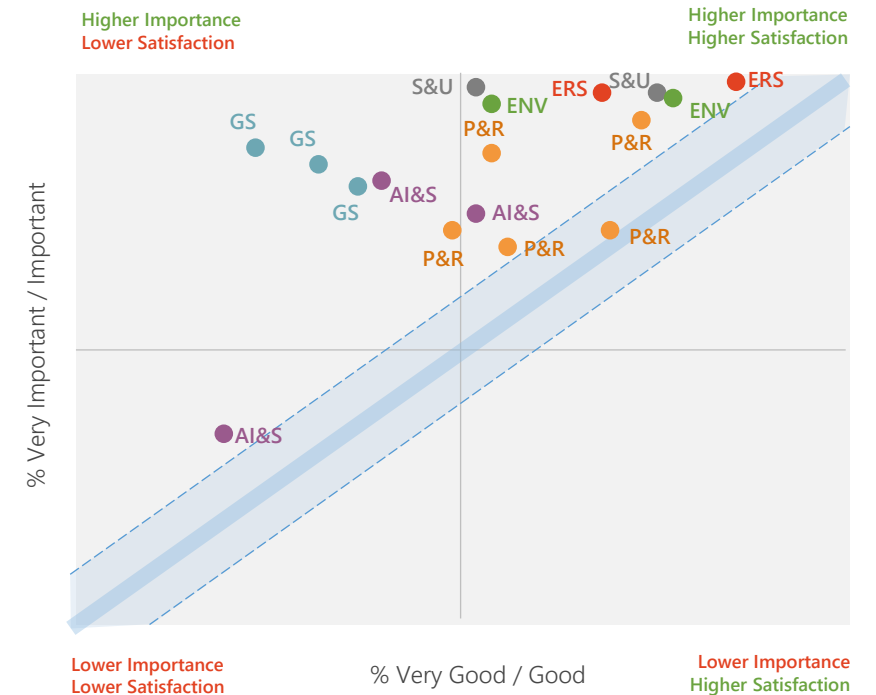
## Service Area Priorities and Performance (p 19-32)

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

- The services that are most important to residents, but where performance has declined compared to 2020. These areas include police services and protecting streams / rivers / environmentally sensitive areas.
- The services that are considered important, but where importance currently outweighs satisfaction, meaning these are areas of vulnerability for the City. Similar to 2020, these include: attracting new businesses, regulating the types of businesses that can be built, bylaw services, City communications and announcements, cultural facilities / programs and to a lesser degree, streets and sidewalks.

Resident preferences for future service levels vary depending on the area, but the most common preference is to maintain current levels. The exception is attracting new businesses and employers - 60% of residents want to see an increase in this area, but there is no consensus among this group on how to fund it. That said, introducing user fees, either alone or combination with a tax increase is likely the best route as together these two options are the most preferred.

There are four other areas which residents consider to be important, but where there appears to be growing preferences to increase service levels (although at present, the majority are still okay with maintaining service levels). These include: protecting streams / rivers / environmentally sensitive areas, parks / playgrounds / sports fields / trails, City communications and announcements and bylaw services. For these, the City will want to monitor resident preferences for further changes to ensure it is proactive in its planning and communications.



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



## SUMMARY OF FINDINGS

# Satisfaction with Quality of Life in Maple Ridge

*Please note: When comparing 2022 to 2020 results, a shift of 6 percentage points is required to consider that shift significant at the 95% level of confidence.*

# SATISFACTION WITH QUALITY OF LIFE

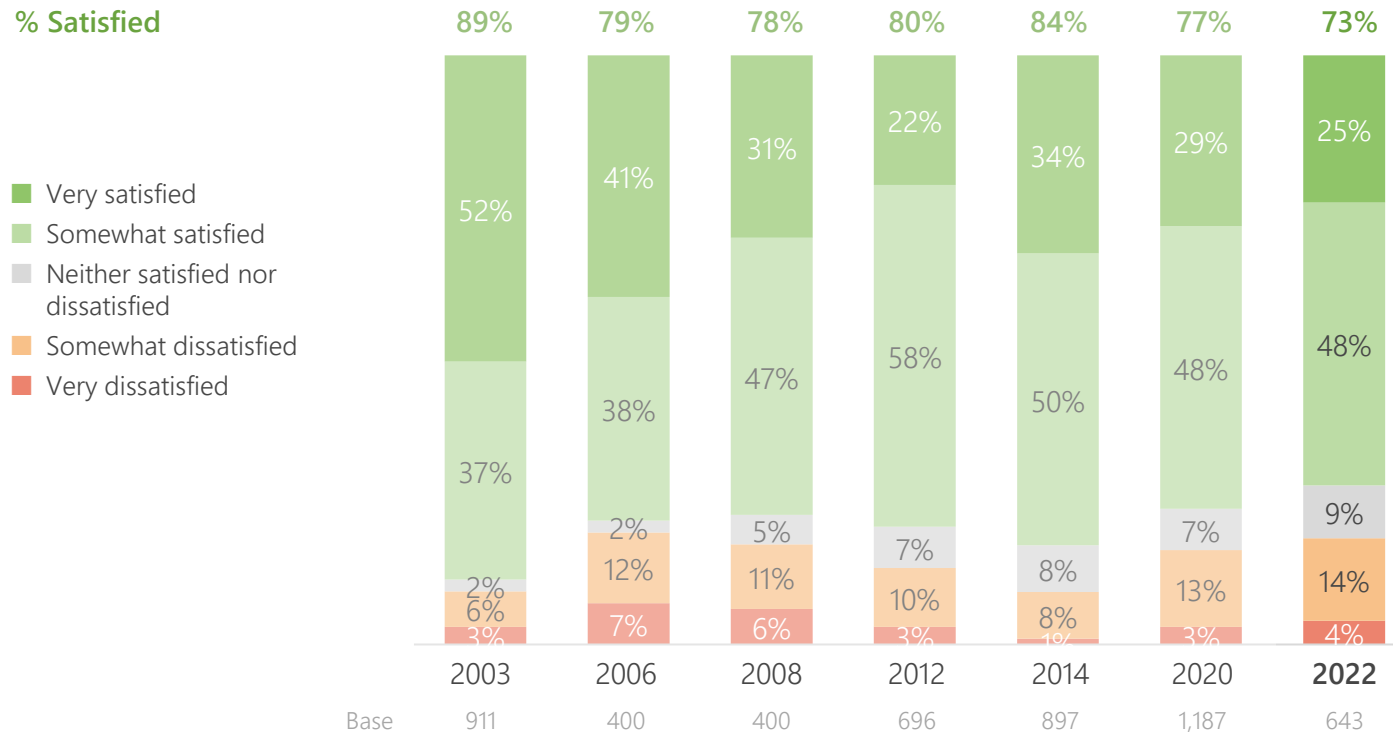
The majority (73%) of Maple Ridge residents report being satisfied with their quality of life in the City. Another 9% are neither satisfied nor dissatisfied, leaving 18% who feel dissatisfied.

Current ratings on the quality of life in Maple Ridge are lower than in 2020 and historical trends dating back to 2003.

Newer residents to the City are the most positive about their quality of life in the City. Those 35 to 54 are less likely than their counterparts to say they are very satisfied with their quality of life, but overall are just as satisfied as the average resident.

## 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

Access to the outdoors (30% mentioning), access to recreational activities and/or facilities (21%) and the parks (16%) are what residents most like about living in Maple Ridge. These findings are generally consistent with 2020, with only access to recreational activities/facilities being mentioned somewhat less frequently.

Younger residents (18 to 34) are especially likely to mention the outdoors, recreational activities and the parks.

This year 9% to 12% of residents mention they like the amount of greenspace, the community spirit, the people, and the scenery.

Prior to 2014, one of the best things residents liked about living in Maple Ridge was that it was a smaller community. However, from 2014, this characteristic has been declining in mentions, from 17% in 2014, to 13% in 2020 to 7% this year.

Like Best About Living in Maple Ridge	2003	2006	2008	2012*	2014	2020	2022
Base: Total residents	911 %	400 %	400 %	677 %	897 %	1,187 %	643 %
Access to outdoors	24	37	25	29	11	30	<b>30</b>
Access to recreational activities, facilities	3	4	3	18	22	26	<b>21</b>
The parks	2	2	2	30	16	20	<b>16</b>
The amount of greenspace / surrounding environment (forests)	2	-	5	14	13	7	<b>12</b>
Quiet community	7	3	5	11	11	7	<b>11</b>
Community spirit	17	11	18	10	6	9	<b>10</b>
People	11	16	11	24	8	8	<b>10</b>
Scenery / beautiful	2	-	-	19	17	11	<b>9</b>
Lakes / rivers	-	-	2	14	12	9	<b>8</b>
Everything I Need is Close By	-	-	-	-	8	4	<b>8</b>
Smaller community	37	29	26	25	17	13	<b>7</b>
Housing / affordable housing	-	-	3	13	6	6	<b>6</b>
I grew up here / my family is here / been here many years	-	-	-	-	4	7	<b>6</b>
Rural character	30	30	28	13	12	8	<b>6</b>

Note: Only major mentions of 6% or more are shown for 2022.

\*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

While homelessness/poverty continues to be what residents like least about living in Maple Ridge, it is mentioned by fewer residents this year versus two years ago (27% versus 35% in 2020).

Women and those under 54 years of age are more likely than their counterparts to express concern over homelessness/poverty.

Concerns around crime (22%) and traffic congestion/transportation (21%) tie for second place and both these issues have increased in mentions wave-over-wave since 2014.

A lack of shopping opportunities which historically has been a top reason residents dislike living in the City is mentioned less frequently this year (17% versus 22% in 2020 and 2014).

This year a lack of jobs and businesses is mentioned by 13% of residents as a concern versus 8% in 2020 and in 2022.

Other characteristics of the community that residents dislike which have been increasing is housing overdevelopment (14%) and urban planning (11%).

Like Least About Living in Maple Ridge	2003	2006	2008	2012*	2014	2020	2022
Base: Total residents	911 %	400 %	400 %	677 %	897 %	1,187 %	643 %
Homelessness / poverty	4	15	12	16	23	35	<b>27</b>
Growing crime / policing not strict enough	12	10	11	17	16	18	<b>22</b>
Traffic congestion / state of transportation	12	8	10	18	15	17	<b>21</b>
Lack of shopping opportunities	11	22	29	51	22	22	<b>17</b>
Increasing incidence of drugs / grow-ops	3	8	6	11	12	18	<b>15</b>
Overdevelopment of housing	6	4	1	6	7	9	<b>14</b>
Lack of jobs / business	2	2	7	9	8	8	<b>13</b>
Urban planning / long-term planning	4	5	6	10	5	7	<b>11</b>
Taxes are too high / housing prices are too high	2	2	5	15	7	6	<b>8</b>
Lack of community services	1	1	6	10	5	8	<b>8</b>
Roads (esp. Lougheed Hwy) not maintained or big enough / need more roads	4	3	5	10	6	11	<b>8</b>
Lack of social activities / opportunities	3	3	4	5	6	7	<b>7</b>
No garbage pick up / high cost at transfer station / garbage being dumped	-	-	-	10	7	6	<b>6</b>
Downtown core is rundown / presence of Salvation Army	4	2	6	13	14	5	<b>6</b>
The Municipal Government / local politics / civic employees / salaries	<i>Note: Don't have 2003-2012 data for this theme**</i>				2	4	<b>6</b>

Note: Only major mentions of 6% or more are shown for 2022.

\*Caution: 2012 results are based only among residents giving a comment. / \*\*Prior to 2014, Ipsos administered the survey. As such, Sentis does not have all the survey results from earlier waves.

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

# MOST PRESSING ISSUES FOR MAPLE RIDGE COMMUNITY

The number of homeless individuals is clearly the top issue residents feel is facing the City, mentioned by 26% as their number one concern and 42% overall (i.e., when we add in the second and third mentions).

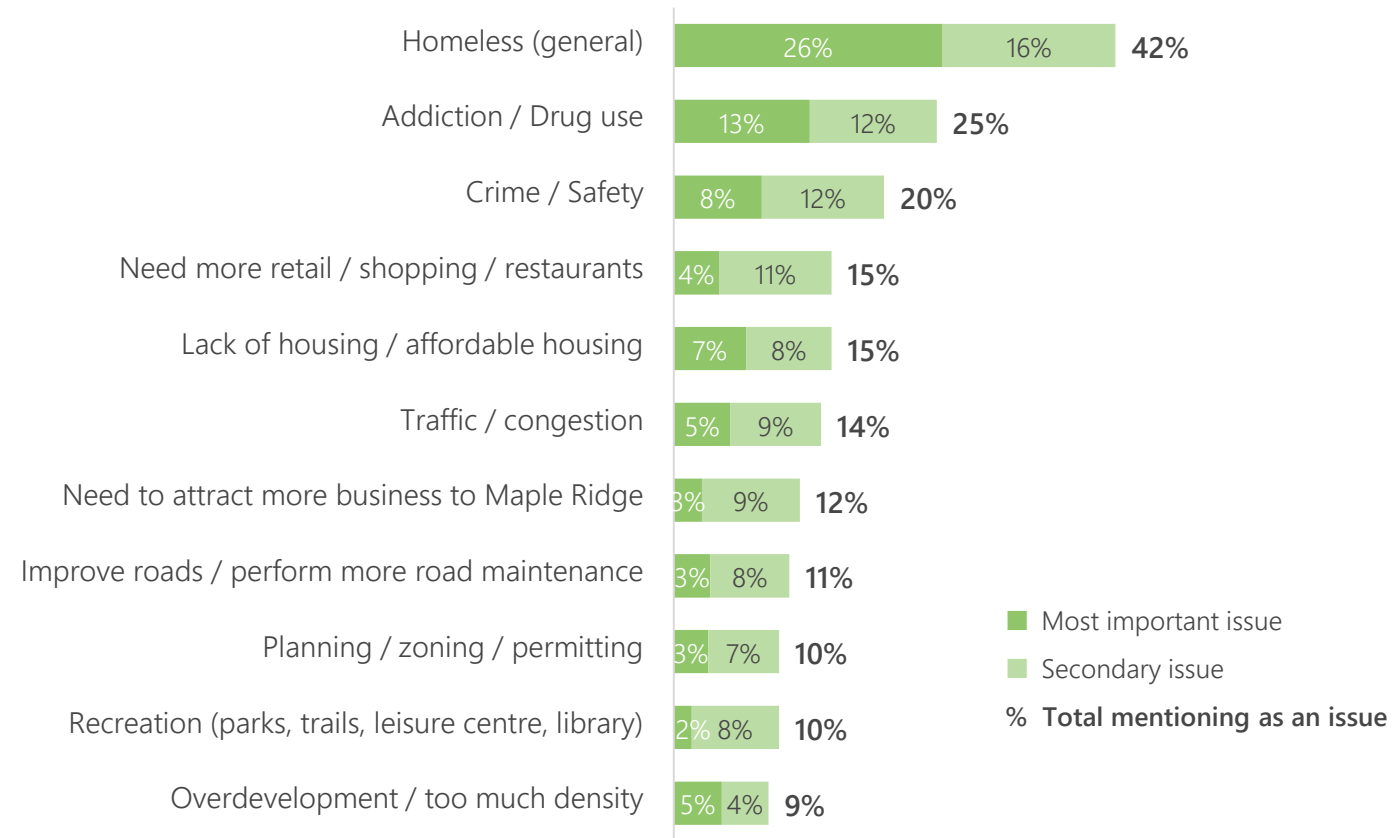
Younger residents express the most concern over the homeless population in the City (50% of those 18 to 34 mentioning it versus 45% of those 35 to 54 and 38% of those 55 and older).

Taking second place in terms of pressing issues is addiction/drug use (25%), followed by crime/safety (20%).

The number of homeless in the City is a widespread concern (those satisfied versus dissatisfied with the quality of life in Maple Ridge are equally likely to mention it). Those who are dissatisfied with the quality of life in the City are significantly more likely to mention addiction/drugs and crime, indicating these issues are especially key to quality of life sentiments.

## Most Pressing Issues for Maple Ridge

2022 Base: Total residents



Note: Question added in 2022. Only major mentions of 9% or more are shown.

Q15. Overall, what do you think are the three most pressing issues facing the community of Maple Ridge today, beginning with the single most important issue?

# DESIRED FUTURE COMMUNITY FOR MAPLE RIDGE

Residents' vision for the ideal Maple Ridge is a community which is above all, safe (25% mentioning), that has more shopping and restaurants (21%), and that protects and promotes its greenspaces (17%).

Other visions for the City (mentioned by between 12% and 15%) include that it is a City that:

- Supports businesses, which will increase employment and lower taxes
- Has ample parks and recreation activities
- Has fewer homeless individuals or has somewhere for these individuals to go

Shorter-terms residents (i.e., they have lived in Maple Ridge for less than five years) are highly focused on having a safe community, while those who have lived in Maple Ridge longer are equally focused on having a community that is safe and that has more shopping and restaurants.

The vision of having a safer community is especially prevalent among residents who are currently dissatisfied with the quality of life in the City. Meanwhile, those who are satisfied with the quality of life in Maple Ridge are equally likely to have a vision that includes a safe community and/or with more shopping/restaurants.

Desired Type of Community for the Future of Maple Ridge	2022
Base: Total residents	643
A safe community	25%
Somewhere with more shopping / restaurants	21%
A place that protects and promotes its greenspaces	17%
A community that supports businesses, which increase employment opportunities & lower tax rates	15%
A community with ample parks and recreation activities	14%
A place with less homelessness / somewhere that takes care of the homeless	12%
A community supported by adequate roads / less traffic congestion	10%
Somewhere friendly / inclusive / welcoming	10%
A well-planned community / better planning and development	10%
A clean community	10%
A small / quiet town - don't like it growing so fast	9%
An improved / revitalized downtown	8%
A family orientated community	8%
An affordable place to live	8%
A community supported by adequate transit options	6%
A walkable community	6%

Note: Question added in 2022. Only major mentions of 6% or more are shown.

Q16. Please explain, in general terms, the type of community you would like to see Maple Ridge become in the future. Give a brief description of what your vision of an ideal Maple Ridge looks like.



## SUMMARY OF FINDINGS

# Importance, Satisfaction & Funding Preferences for Services

*Please note: When comparing 2022 to 2020 results, a shift of 6 percentage points is required to consider that shift significant at the 95% level of confidence.*



# SATISFACTION WITH MUNICIPAL SERVICES IN MAPLE RIDGE

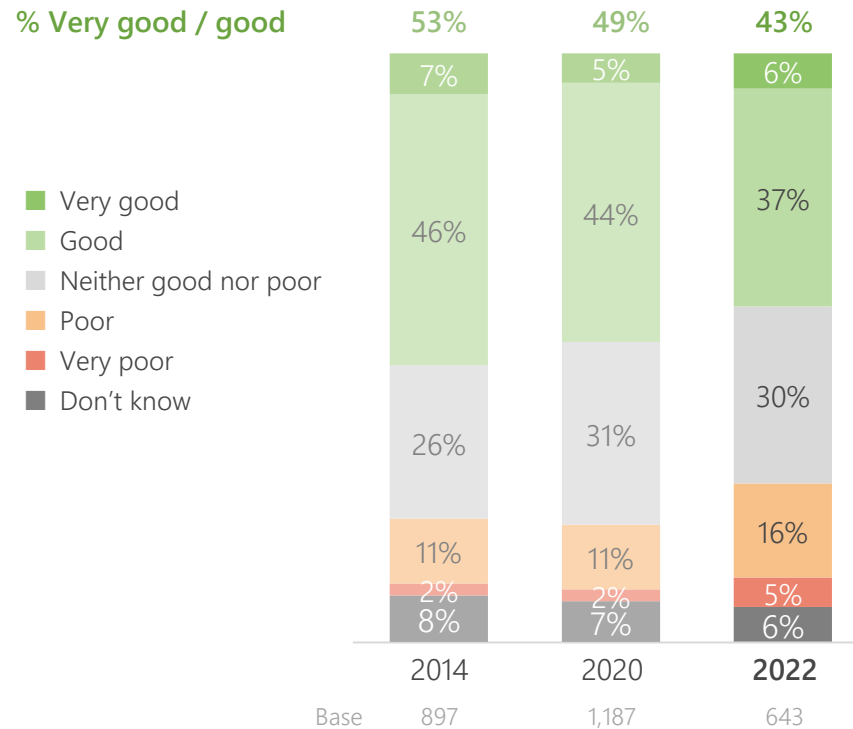
Satisfaction with municipal services is slightly below what it was two years ago. Currently, 43% rate the municipal services they receive as good or very good versus 49% in 2020 and 53% in 2014. Those who feel municipal services are poor or very poor now stands at 21% versus 13% in 2020, while 30% continue to give neutral ratings.

While young residents (those aged 18 to 34) are more positive about municipal services this year compared to 2020 (47% give very good or good ratings versus 38% in 2020), residents over 35 are more critical compared to 2020 (39% of those 35 to 54 give very good or good ratings versus 46% in 2020 and 45% of those 55 and older do the same versus 54% in 2020).

Consistent with 2020, residents who rate municipal services as poor or very poor tend to mention the lack of garbage collection (14%), though the service was not supported by the public in a 2018 plebiscite.

## Satisfaction with Municipal Services

Base: Total residents



## Reasons for Being Satisfied / Dissatisfied

	2014	2020	2022
Base: Total residents <i>Showing major mentions only.</i>	897	1,187	643
<b>Satisfied</b>			
No complaints / good service / comparable to other cities	15%	13%	12%
Good recreation (parks, trails, leisure center, library)	8%	5%	8%
Good Municipal Staff / Workers / Council	7%	3%	5%
<b>Dissatisfied</b>			
Garbage collection	18%	18%	14%
Roads / road maintenance	5%	6%	8%
Always room for improvement	-	7%	7%
Recreation (parks, trails, leisure center, library)	2%	7%	6%
Value for tax dollars	5%	7%	5%
Homelessness	3%	5%	5%
Municipal Staff / Workers / Council	3%	3%	5%
Planning / Development / Zoning	3%	3%	5%

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

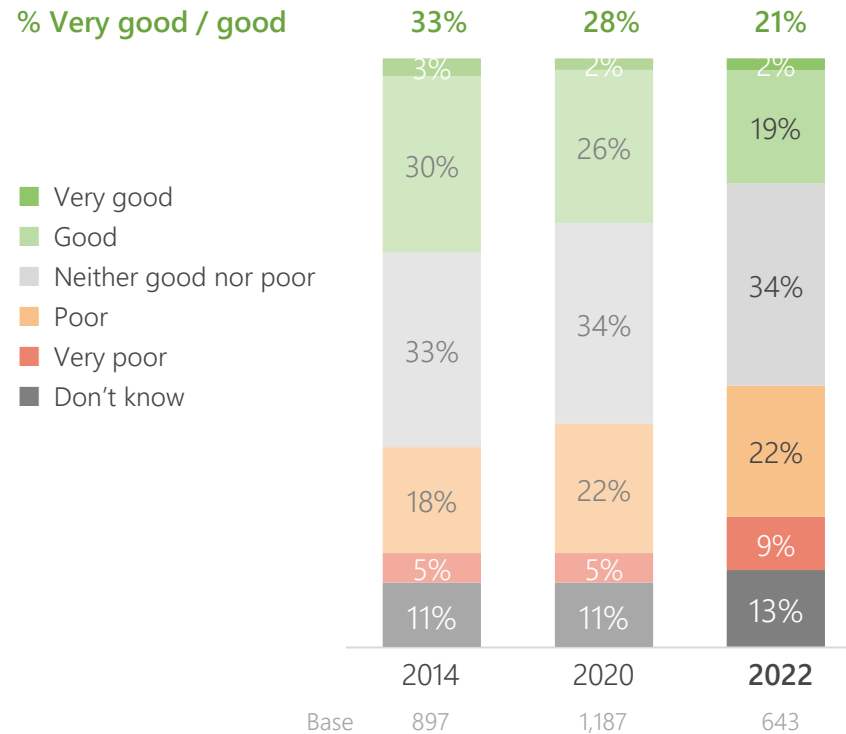
Similarly, when it comes to the value of services in Maple Ridge for the property taxes paid, evaluations are increasingly less positive compared to historical trends. In 2022, 21% feel the value is good or very good, 34% are neutral, 31% feel the value is poor, while 13% say they don't know. Since 2020, positive ratings have slipped (28% to 21%) while negative ratings have grown (27% to 31%).

As was the case in 2020, perceived value of services for the taxes paid increases with age. However, since 2020, positive evaluations have fallen among those 55 and older (27% versus 37% in 2020) and are only directionally lower among residents 35 to 54 (17% versus 21% in 2020) and among those 18 to 34 (14% versus 17% in 2020).

High taxes or poor value for their tax dollars (22%) and lack of garbage collection (12%) continue to persist as the main reasons why residents are dissatisfied.

## Perceived Value of Services

Base: Total residents



## Reasons for Being Satisfied / Dissatisfied\*

	2020	2022
Base: Total residents <i>Showing major mentions only.</i>		
	1,187	643
<b>Satisfied</b>		
No complaints / good service / comparable to other cities	7%	6%
Taxes are reasonable / well-spent in the community	5%	6%
<b>Dissatisfied</b>		
High taxes / poor value for tax dollars	27%	22%
Garbage collection	17%	12%
General comparison to other cities	6%	6%
Always room for improvement	4%	5%
Roads / road maintenance	4%	5%

\*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 2022 Citizen Satisfaction Survey presented residents with a list of 19 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 2020, residents place the greatest importance on emergency services, environmental services and streets and utilities. Accessing information and services and parks and recreation are ranked relatively lower. Two service priorities that residents accord more importance to this year than in 2020 are providing cultural facilities and programs (72% rating it as important or very important versus 65% in 2020) and video streaming of Council proceedings (35% versus 25% in 2020).

For the third wave in a row (2014, 2020 and 2022), fire protection services earns the highest satisfaction rating. Other services with the highest satisfaction ratings include recycling, water/sewer/storm drainage, library services, police services and parks, playgrounds, sports fields and trails.

Compared to 2020, two service priorities receive higher satisfaction ratings from residents: attracting new businesses and employers (23% rating the City's performance as good or very good versus 17% in 2020) and video streaming of council proceedings (19% versus 14% in 2020). However, three other service priorities receive lower satisfaction ratings this year compared to 2020: police services (67% versus 74% in 2020), protecting streams/rivers/environmental sensitive areas (53% versus 60% in 2020), and online registrations/payments/e-services (51% versus 57% in 2020).

The map shown on slide 21, plots the level of importance residents accord to the various services offered by the City against the corresponding satisfaction rating. The blue shaded area on the map highlights those service areas where importance and satisfaction ratings are most closely aligned. The darker blue centre line indicates that importance and satisfaction are matched exactly. Services falling outside of the blue shaded area, and especially those falling into the upper left-hand quadrant, are the ones that may need greater focus or review.

As in 2020, residents accord high importance and high satisfaction to emergency services, recycling depot/collection, parks, playgrounds, sports fields and trails, and water, sewer and storm drainage.

Services where importance and satisfaction are most in sync include library services followed by community-led and/or City delivered special events, activities, and festivals.

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 buildings that can be built, bylaw services, communications and announcements from the City, cultural facilities and programs and to a lesser degree, streets and sidewalks. Most of these services were also identified in the 2020 study as needing greater focus.

# IMPORTANCE & PERFORMANCE OF SPECIFIC SERVICES

Service Priorities Based On Mean Importance / Performance Rating		2014		2020		2022	
Category	Service	Importance	Performance	Importance	Performance	Importance	Performance
Emergency Services	Fire protection	4.8	4.3	4.8	4.4	4.8	4.4
Emergency Services	Police services	4.8	3.9	4.7	4.0	4.8	3.8
Streets and Utilities	Water, sewer and storm drainage	4.6	3.9	4.6	3.8	4.7	3.9
Environmental Services	Recycling depot and curbside collection	4.6	3.8	4.6	4.0	4.6	4.0
Environmental Services	Protecting streams, rivers and other environmentally sensitive areas	4.5	3.7	4.6	3.8	4.6	3.6
Streets and Utilities	Streets and sidewalks	4.5	3.4	4.6	3.3	4.6	3.3
Parks and Recreation	Parks, playgrounds, sports fields and trails	4.4	4.0	4.4	3.9	4.4	3.8
Community Growth	Attracting new businesses and employers	4.4	2.7	4.4	2.6	4.3	2.7
Parks and Recreation**	Recreational facilities and programs (leisure centre, pools, ice rinks, gymnasiums, lessons, registered & drop-in programs)	4.3	3.9	N/A		4.3	3.4
	Recreational facilities (leisure centres, pools, ice rinks, gymnasiums)	N/A		4.2	3.4	N/A	
	Recreation programs (aquatics instruction, children's camps)	N/A		3.9	3.5	N/A	
Community Growth	Bylaw services (response to noise complaints, neighbourhood disputes, enforcing regulations)	4.1	3.3	4.1	3.2	4.2	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	4.2	3.0
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	4.1	3.6
Accessing Information & Services	Communications and announcements from the City	N/A		4.0	3.4	4.1	3.3
Parks and Recreation	Library services	3.9	4.1	3.9	4.0	4.0	4.0
Parks and Recreation	Cultural facilities and programs (theatres, museums, registered and drop-in programs)*	3.7	3.8	3.7	3.7	3.9	3.5
Parks and Recreation	Community-led and/or City delivered special events, activities, and festivals	N/A		N/A		3.8	3.6
Accessing Information & Services	Video streaming of Council proceedings	N/A		2.8	3.3	3.1	3.3

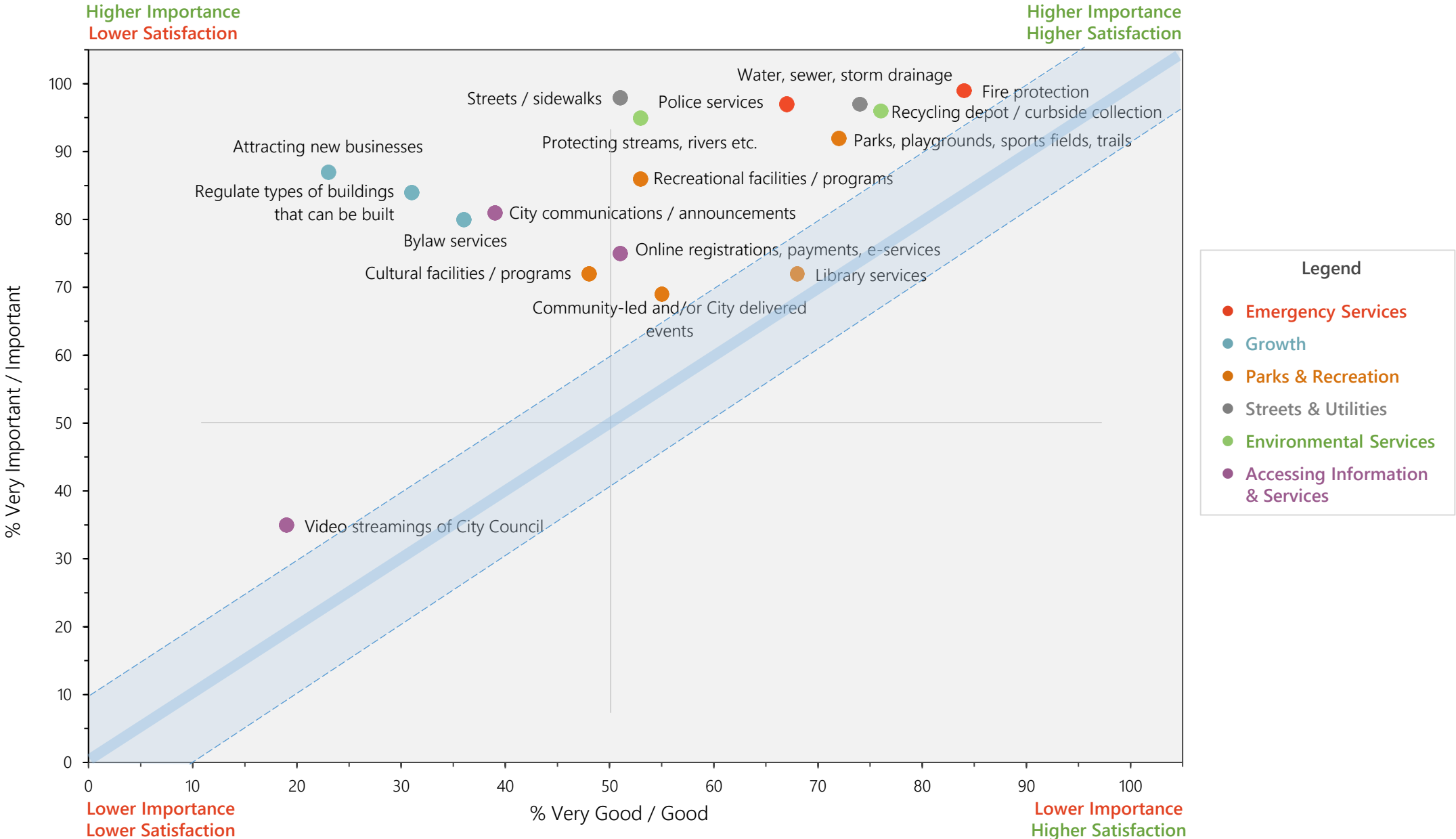
Base (Total residents): 2014 (897); 2020 (1,187); 2022 (643)

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

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

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



2022 Base: Total residents (643)

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?

When asked whether service levels should be increased, maintained or decreased for each of the 19 service priorities, consistent with historical trends, Maple Ridge residents generally want service levels to be maintained. No less than 53% of residents want current service levels to be continued as is across most service priority areas. However, there are four exceptions:

- Attracting new businesses and employers - similar to 2020, the majority want to see an increase in this area; however, slightly fewer residents express this preference this year (60% versus 68% in 2020)
- Streets and sidewalks – residents are divided, with 47% wanting to see an increase and 49% wanting current service levels maintained. However, there has been a growing desire to increase service levels on streets and sidewalks since 2014 (47% versus 43% in 2020 versus 31% in 2014 wanting to see an increase)
- Regulating what types of building can be built in specific areas – 49% want see service levels maintained, while 34% this year want to see an increase in service levels, which is more than in 2020 and 2014 when 20-22% wanted to see an increase
- Video streaming of Council proceedings – 49% want service levels in this area maintained, while 33% are not sure, 11% think service levels should be decreased and 7% want them increased. Residents felt similarly about this service area in 2020.

Another four service priorities are showing indications of more residents wanting to see service level increases, although the majority preference is still to maintain current levels. These service priorities are: protecting streams, rivers, etc. (37% wanting an increase versus 30% in 2020), parks, playgrounds, sports fields and trails (35% versus 29% in 2020), City communications and announcements (28% versus 23% in 2020), and bylaw services (27% versus 22% in 2020).

When it comes to attracting new businesses, support for increased service levels is strongest among the 18% of residents who are currently dissatisfied with the quality of life in Maple Ridge – three-quarters of this group want to see an increase in service levels. Conversely, among the small group of new residents (i.e., they have lived in the City for less than one year) only 37% support an increase in service levels.

Residents who indicate that they would like to see an increase for a particular service were asked how the City should fund that increase. There tends to be no strong consensus on funding and preferences differ greatly by service priority. Further, a considerable proportion of residents are unable to provide an opinion on funding (12% to as high as 41%).

Consistent with 2014 and 2020, residents tend to be most supportive of a pure tax increase when it comes to emergency services. As well this year, residents are also supportive of a tax increase to fund water, sewer and storm drainage. However, no more than 35% advocate a pure tax increase to increase service levels in these three areas (this being the case for fire protection) and further, broadly just as many residents support using a combination of taxes and user fees to fund increases in these areas. (That said, since 2020, fewer residents are supportive of a combination of taxes and user fees to fund more police services (21% currently versus 31% in 2020)).

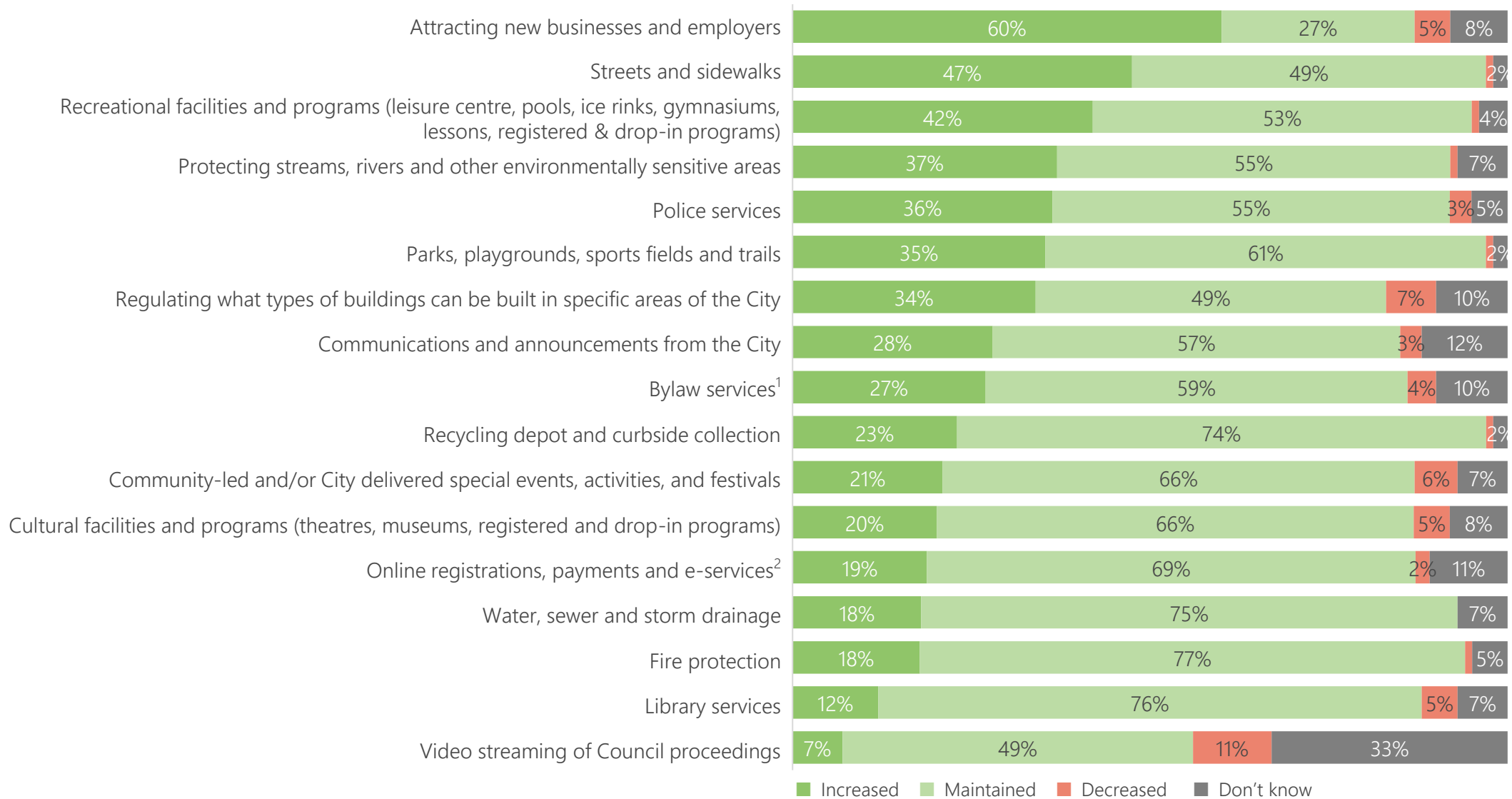
Residents tend to be most supportive of a pure user fee increase for community-led and/or city delivered special events, activities, and festivals (39% in support), followed by regulating what types of buildings can be built in specific areas (32%), cultural facilities and programs (30%), and recreational facilities and programs (28%). However, it should be noted that for cultural facilities and programs, residents are equally supportive of using a combination of taxes and user fees to fund increases, and for recreational facilities and programs, more residents (39%) want to see it funded with a combination of taxes and user fees than just a pure user fee. Since 2020, there also is a growing preference for using a combination of taxes and user fees to fund regulating what types of businesses can be built in specific areas (21% versus 14% in 2020).

The combination of taxes and user fees to fund increases in services is also somewhat palatable among residents when it comes to parks, playgrounds, sports fields and trails (29%), online registrations, payments and e-services (28%), library services (28%), and protecting streams, rivers, etc. (27%). Since 2020, residents are expressing a growing preference for a combination of taxes and user fees to fund increases for online registrations, payments and e-services. Meanwhile, for parks, playgrounds, sports fields and trails and library services, residents are expressing a growing preference to fund increases through pure user fees.

Resident support to fund an increase in any area by reducing other services ranges from 4% (fire protection) to 21% (bylaw services). However, since 2020, support for this option has grown in a few areas, namely, protecting streams, rivers, etc. (20% in support versus 11% in 2020), library services (10% versus 3% in 2020), and bylaw services (21% versus 11% in 2020).

For the service area where most residents would like to have service levels increased - attracting new businesses and employers – opinions continue to be mixed, as they were in 2020, with 32% being unsure how to fund an increase, 24% opting for a combination of taxes and user fees, 20% supporting a user fee, 18% supporting a reduction in other services and 7% a pure tax increase.

# SERVICE LEVEL PREFERENCES SUMMARY



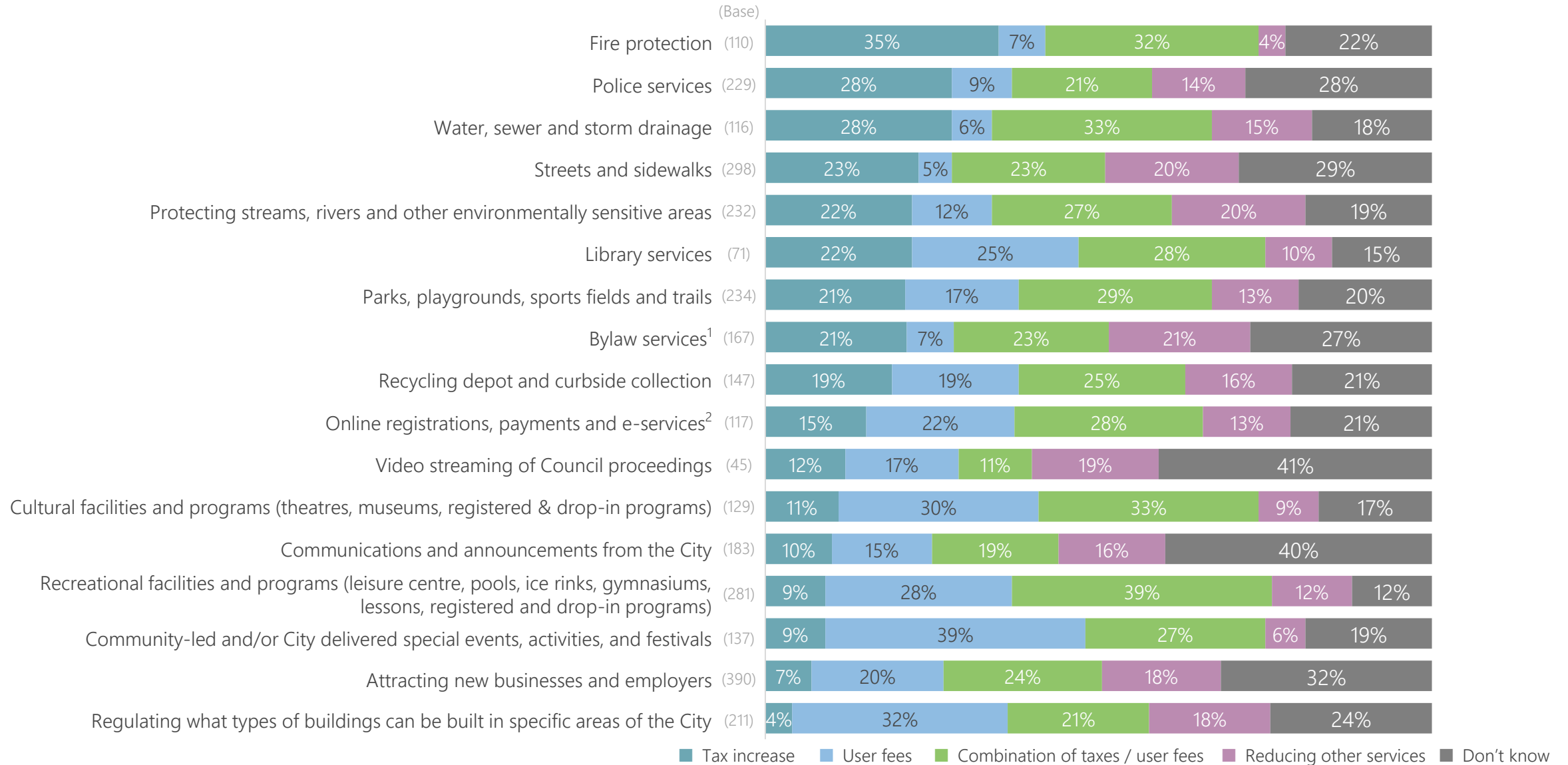
Base: Total residents 2022 (643)

<sup>1</sup>e.g. response to noise complaints, neighbourhood disputes, enforcing regulations / <sup>2</sup>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



<sup>1</sup> e.g. response to noise complaints, neighbourhood disputes, enforcing regulations / <sup>2</sup> 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?



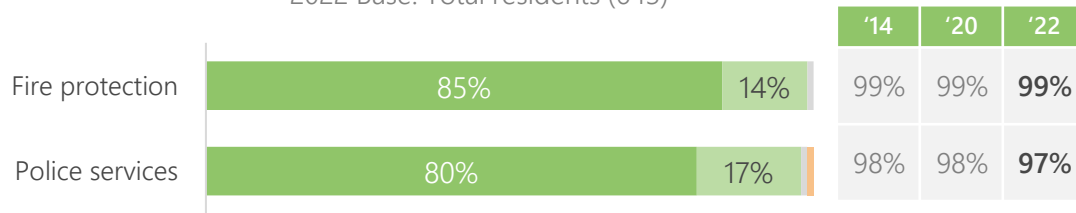
# EMERGENCY SERVICES

Importance, performance, service levels and funding preferences for emergency services are highly similar to 2020 assessments. The exception is police services satisfaction, which improved in 2020, but has reverted back to 2014 levels.

## Importance of Service

2022 Base: Total residents (643)

% Very Impt/Impt

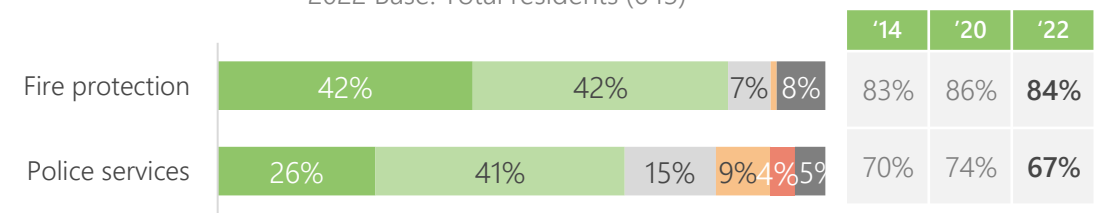


Very important Important Neither Not important Not at all important Don't know

## City Performance

2022 Base: Total residents (643)

% Very Good/Good

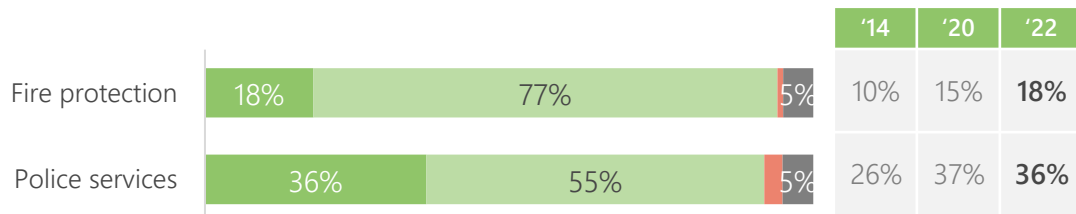


Very good Good Neither Poor Very poor Don't know

## Service Should be...

2022 Base: Total residents (643)

% Increased

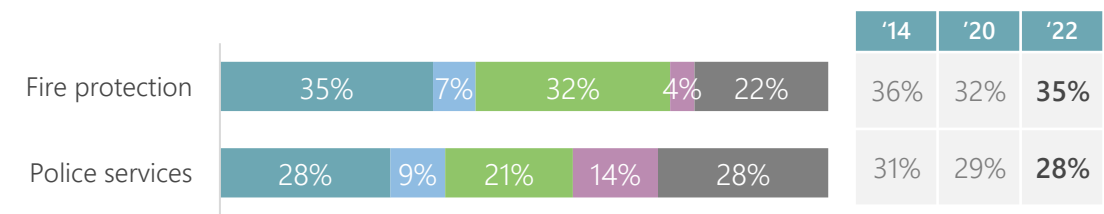


Increased Maintained Decreased Don't know

## How Increase Should be Funded

2022 Base: Among those who think the service should be increased (110-229)

% Tax Increase



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

Base: Total residents responding 2014 (893-897), 2020 (1,187); Among those who think the service should be increased 2014 (95-245), 2020 (194-419)

Note: In 2014, 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?

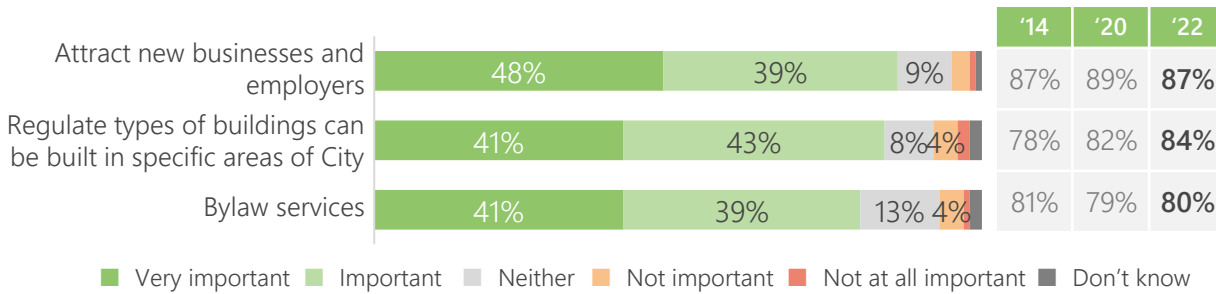
# GROWTH

When it comes to services that relate to growth in the City of Maple Ridge, importance remains high for all three service priorities. This year compared to historical trends, residents are placing increasing importance on regulating the types of buildings that can be built in specific areas of Maple Ridge, and as a result, significantly more residents want to see this service increased. When it comes to attracting new businesses and employers, residents accord the City more favourable ratings on its performance in this area compared to 2020.

## Importance of Service

2022 Base: Total residents (643)

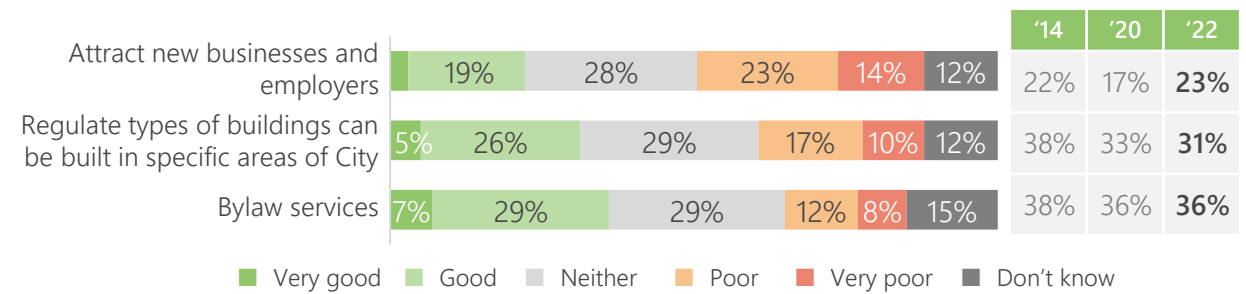
% Very Impt/Impt



## City Performance

2022 Base: Total residents (643)

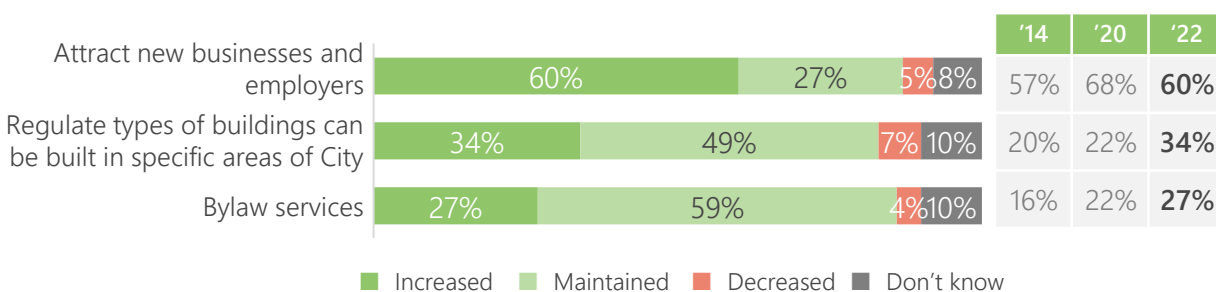
% Very Good/Good



## Service Should be...

2022 Base: Total residents (643)

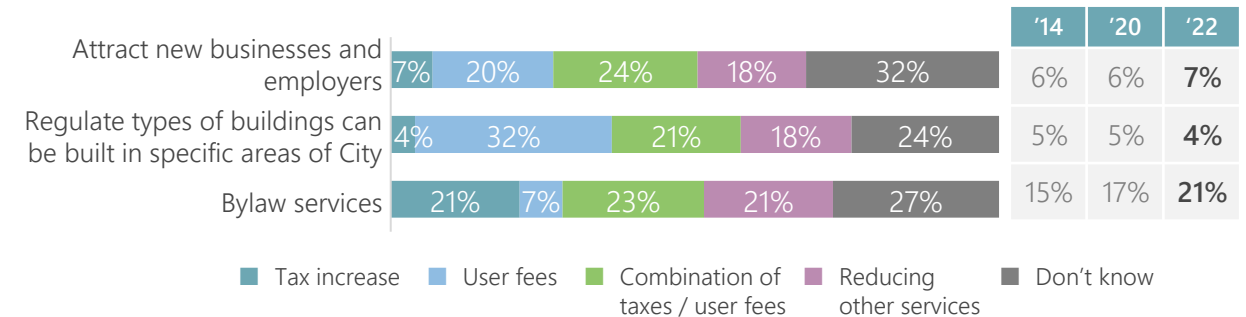
% Increased



## How Increase Should be Funded

2022 Base: Among those who think the service should be increased (167-390)

% Tax Increase



Base: Total residents responding 2014 (896-897), 2020 (1,187); Among those who think the service should be increased 2014 (151-533), 2020 (263-776)

Note: In 2014, 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?



# PARKS AND RECREATION



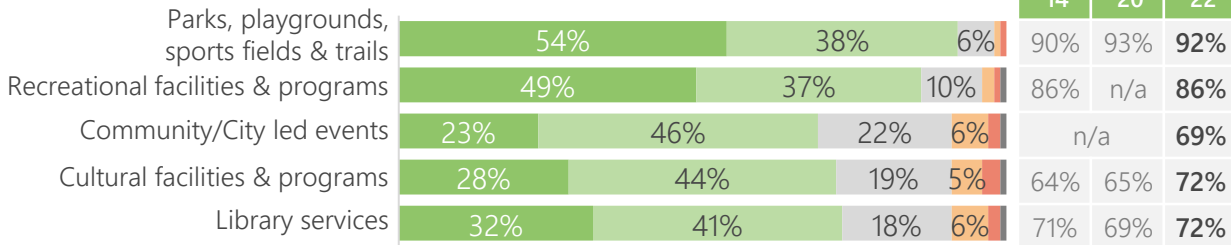
Parks and recreation – in particular, parks, playgrounds, sports fields, trails and recreation facilities and programs – continue to be considered important services by Maple Ridge residents and the proportion wanting the former (i.e. parks, etc.) to have increased service levels continues to rise, moving from 21% in 2014 to 29% in 2020 to 35% currently. However, since 2020, there is growing indecision on how to fund such an increase. While not seen as important as the two previously discussed service areas, the importance of cultural facilities and programs has grown since 2020.

## Importance of Service

2022 Base: Total residents (643)

% Very Impt/Impt

'14 '20 '22



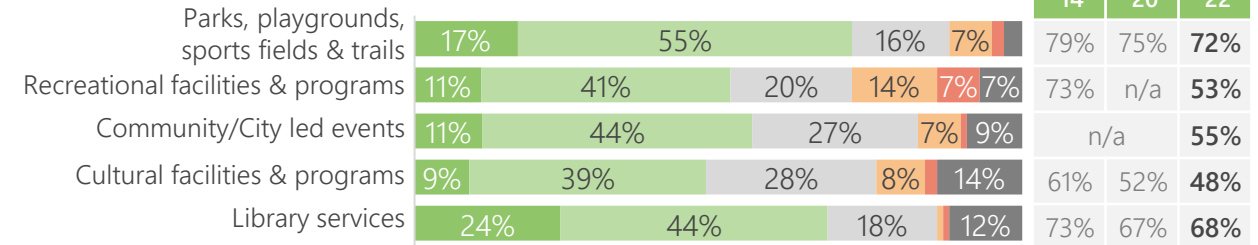
Very important Important Neither Not important Not at all important Don't know

## City Performance

2022 Base: Total residents (643)

% Very Good/Good

'14 '20 '22



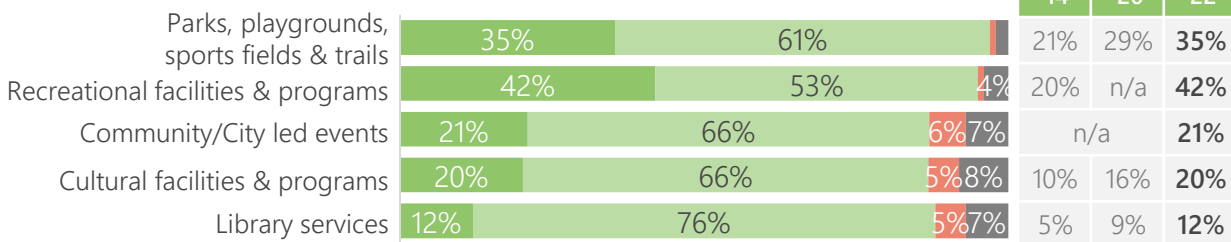
Very good Good Neither Poor Very poor Don't know

## Service Should be...

2022 Base: Total residents (643)

% Increased

'14 '20 '22



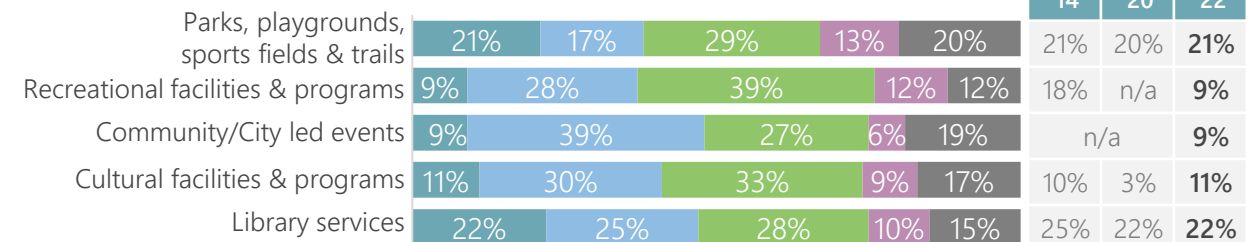
Increased Maintained Decreased Don't know

## How Increase Should be Funded

2022 Base: Among those who think the service should be increased (71-281)

% Tax Increase

'14 '20 '22



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

Base: Total residents responding 2014 (894-897), 2020 (1,187); Among those who think the service should be increased 2014 (42-178), 2020 (91-342)

Note: There is no 2020 trend for 'Recreational facilities and programs' because 'Recreational programs' and 'Recreational facilities' were rated separately in 2020. 'Community/City led events...' is a new category added in 2022.

In 2020, 69% of residents indicated that recreational programs is a very important/important service, 23% said the service should be increased, 43% rated city performance as very good/good, and 5% stated tax increase for funding.

In 2020, 83% of residents indicated that recreational facilities is a very important/important service, 35% said the service should be increased, 48% rated city performance as very good/good, and 6% stated tax increase for funding.

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



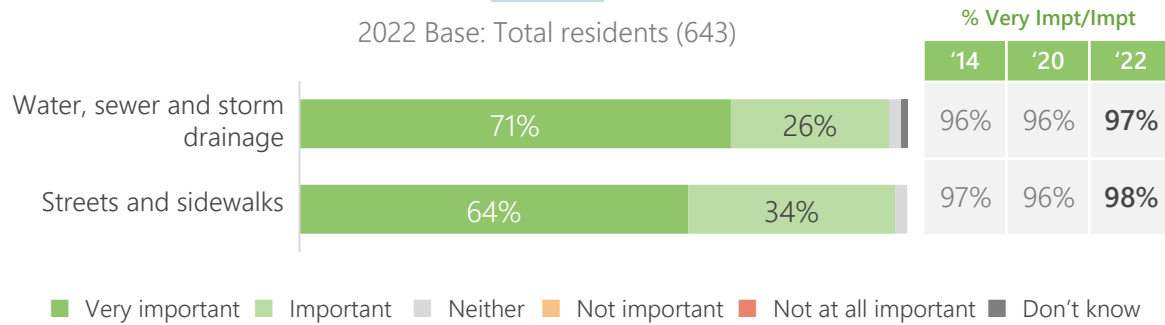
# STREETS & UTILITIES



Consistent with 2020, streets and utilities is a highly important service category with satisfaction scores that are relatively positive for water, sewer and storm drainage (74%), but are more moderate for streets and sidewalks (51% satisfied). An increasing proportion of residents relative to historical trends want to see increased service levels for streets and sidewalks; however, when it comes to how to fund this increase opinions continue to be mixed.

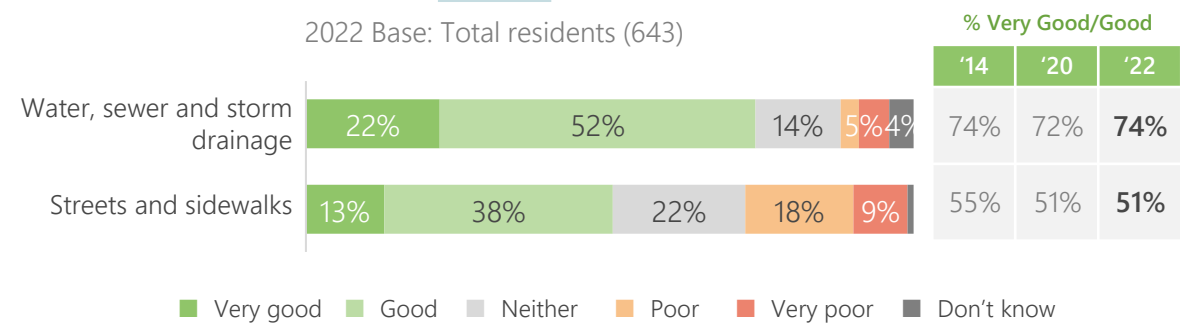
## Importance of Service

2022 Base: Total residents (643)



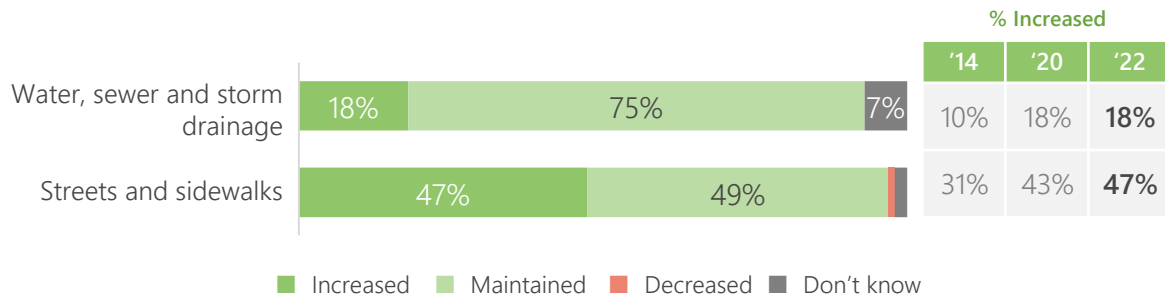
## City Performance

2022 Base: Total residents (643)



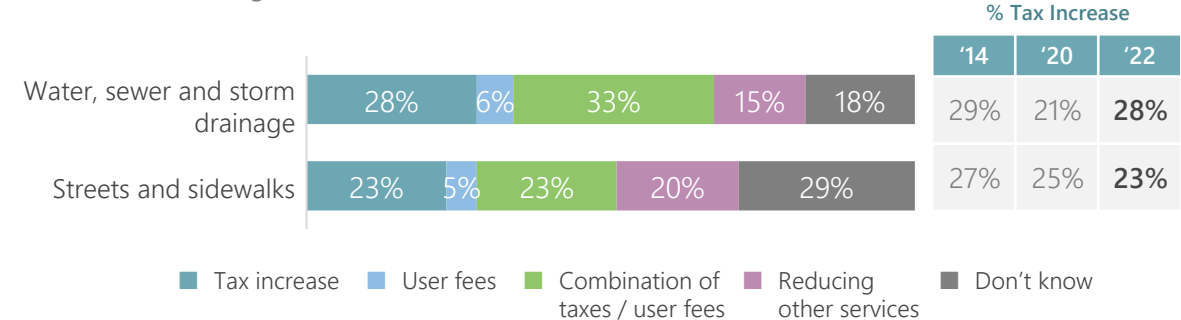
## Service Should be...

2022 Base: Total residents (643)



## How Increase Should be Funded

2022 Base: Among those who think the service should be increased (116-298)



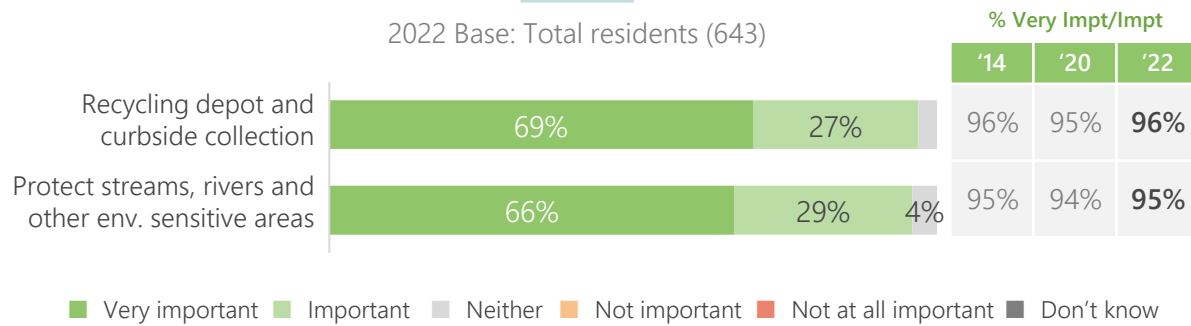
Base: Total residents responding 2014 (894-897), 2020 (1,187); Among those who think the service should be increased 2014 (107-285), 2020 (220-475)  
 Q3. The following is a list of services that the City currently provides. First, please rate how important each service is to you. / Q4. Next, how satisfied 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 has fallen relative to 2020 and there has also been a corresponding rise in the proportion of residents who want to see service levels in this area increased. However, unlike 2020 when 39% favoured funding increases to this service area with a combination of taxes and user fees, preferences for funding have become increasingly mixed.

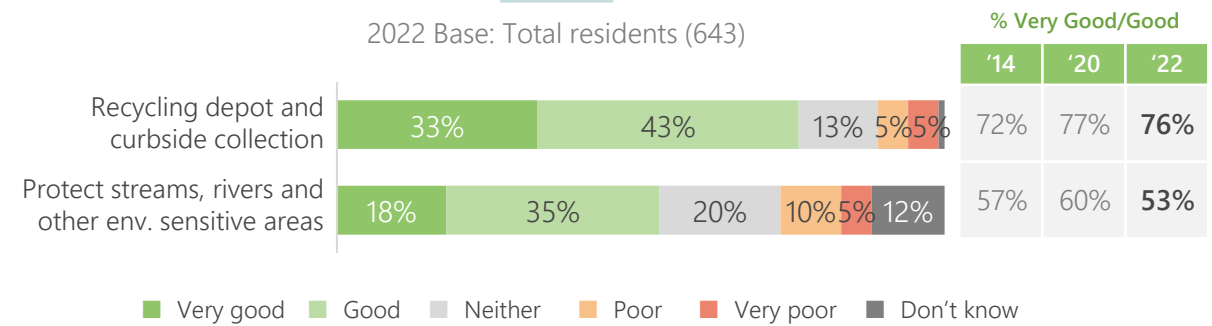
## Importance of Service

2022 Base: Total residents (643)



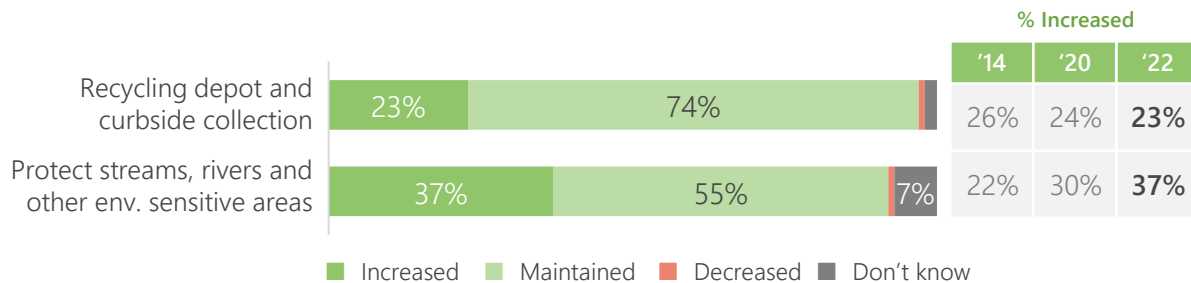
## City Performance

2022 Base: Total residents (643)



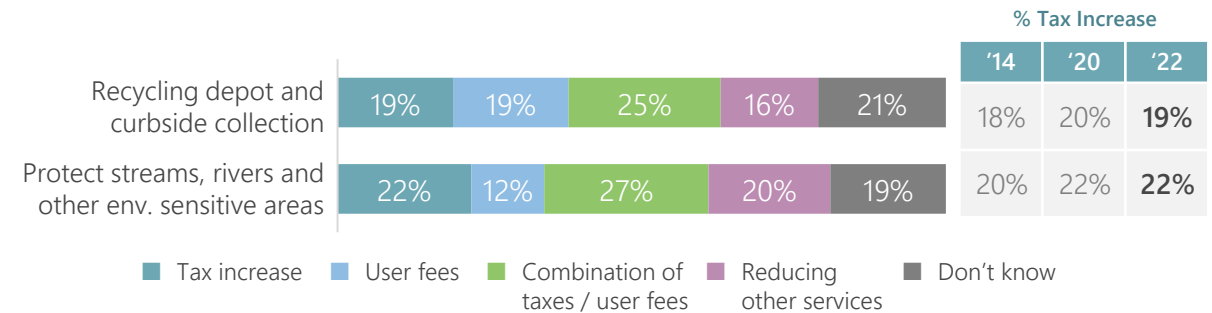
## Service Should be...

2022 Base: Total residents (643)



## How Increase Should be Funded

2022 Base: Among those who think the service should be increased (147-232)



Base: Total residents responding 2014 (896-897), 2020 (1,187); Among those who think the service should be increased 2014 (192-245), 2020 (263-373)  
 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?

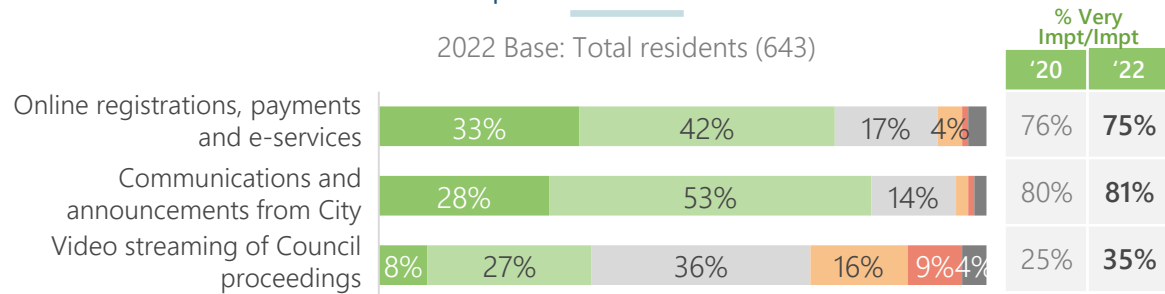


# ACCESSING INFORMATION & SERVICES

Residents continue to consider online registrations, payments and e-services and communications and announcements from the City to be important. Compared with 2020, performance in the latter area is stable while the former has declined. The majority say current service levels in both these areas should be maintained. While the video streaming of Council proceedings is not seen to be nearly as important as the aforementioned areas, importance has increased since 2020 (from 25% to 35%). Residents either want this service to be maintained as is or lack an opinion.

## Importance of Service

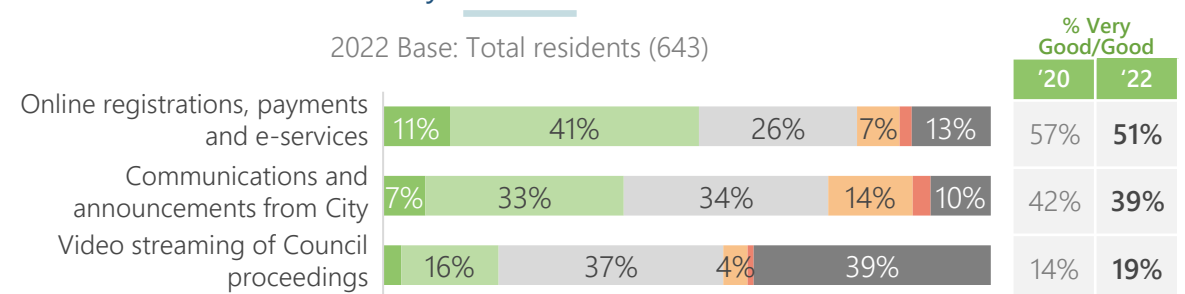
2022 Base: Total residents (643)



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

## City Performance

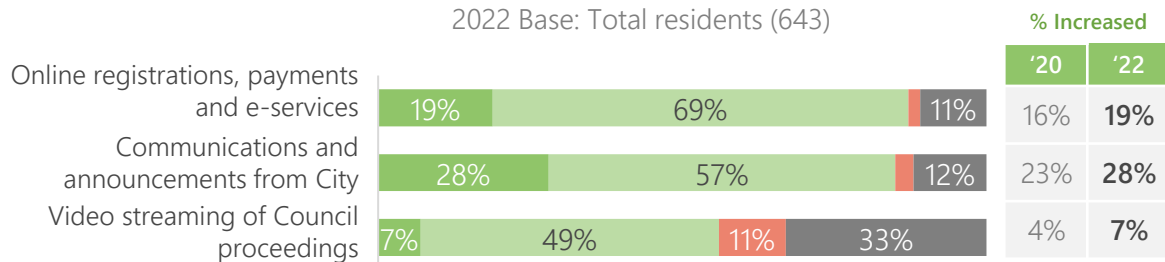
2022 Base: Total residents (643)



Very good Good Neither Poor Very poor Don't know

## Service Should be...

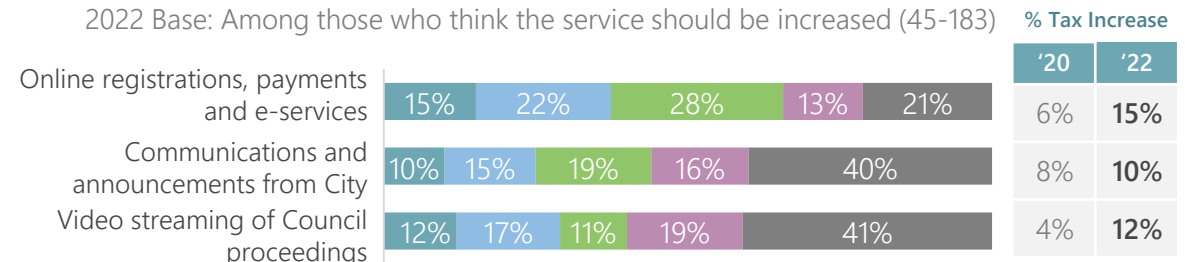
2022 Base: Total residents (643)



Increased Maintained Decreased Don't know

## How Increase Should be Funded

2022 Base: Among those who think the service should be increased (45-183)



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

Base: Total residents responding 2020 (1,187); Among those who think the service should be increased 2020 (35-258)

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

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

# SERVICE FUNDING PREFERENCES COMPARATIVE SUMMARY



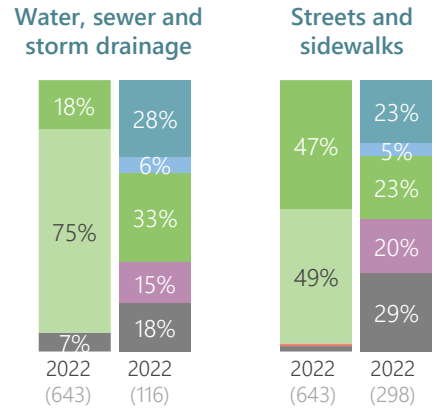
**SERVICE SHOULD BE**  
(Base: Total residents)

- Increased
- Maintained
- Decreased
- Don't know

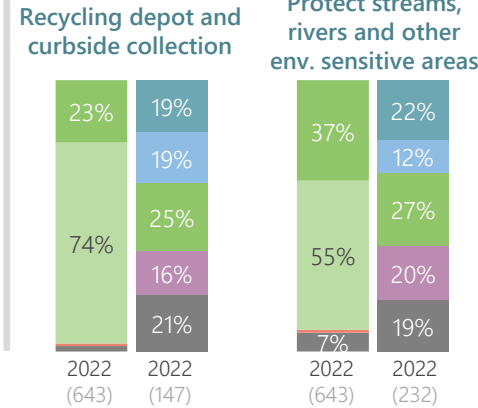
**HOW INCREASE SHOULD BE FUNDED**  
(Base: Among those who think the service should be increased)

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

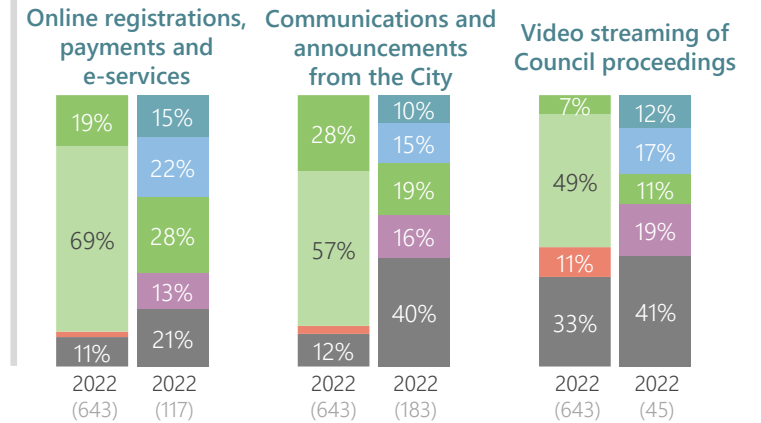
## STREETS & UTILITIES



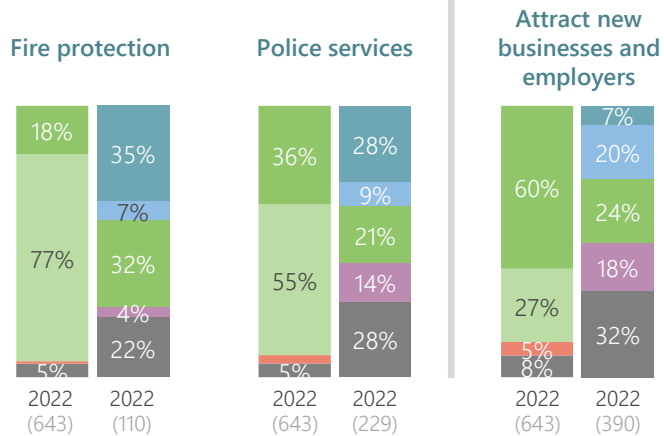
## ENVIRONMENTAL SERVICES



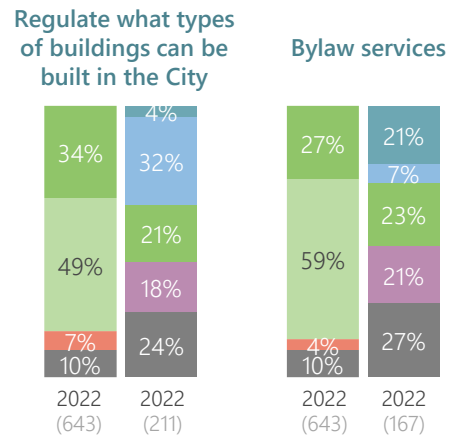
## ACCESSING INFORMATION & SERVICES



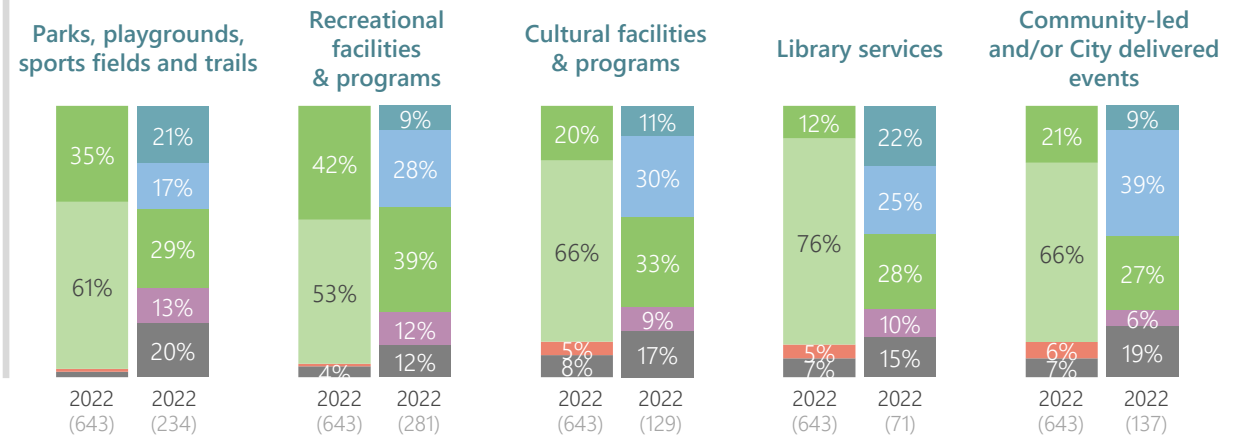
## EMERGENCY SERVICES



## GROWTH



## PARKS AND RECREATION







## SUMMARY OF FINDINGS

# Comments from Residents

*Please note: When comparing 2022 to 2020 results, a shift of 6 percentage points is required to consider that shift significant at the 95% level of confidence.*

# COMMENTS FROM RESIDENTS

Identical to 2020, 47% of Maple Ridge residents shared additional comments or thoughts about the topics covered in the survey.

Also consistent with 2020, most of the comments (29% versus 34% in 2020) have to do with growth. Specifically, comments around planning/development/zoning (7%) or municipal staff/workers/council (5%).

Another 9% (versus 10% in 2020) share a comment around community safety, namely around drug use/crime (4%), homelessness (3%) or policing/safety (2%).

Other topics that residents share comments on include the natural environment (3%), inter-governmental relations (3%) and community pride and spirit (1%).

Comments	2020	2022
Base: Total residents	1,187	643
<b>Growth</b>	<b>34%</b>	<b>29%</b>
Planning / development / zoning	6%	7%
Municipal Staff / Workers / Council	2%	5%
Recreation	4%	4%
Roads / road maintenance / traffic	4%	4%
Affordable housing	-	3%
Shopping / Restaurants*	3%	3%
Value for taxes	4%	3%
<b>Community Safety</b>	<b>10%</b>	<b>9%</b>
Drug use / crime	4%	4%
Homelessness	6%	3%
Policing / safety	3%	2%
<b>Natural Environment</b>	<b>2%</b>	<b>3%</b>
Green space / farmland	1%	3%
Maintenance of City property / green space	1%	1%
<b>Inter-governmental Relations</b>	<b>1%</b>	<b>3%</b>
Teachers / schools / school bus routes	1%	2%
Hospital / health care	1%	2%
<b>Community Pride &amp; Spirit</b>	<b>&lt;1%</b>	<b>1%</b>
Community Programming	<1%	1%
<b>No comments</b>	<b>53%</b>	<b>53%</b>

Note: New question added in 2020.

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

\*2020 wording: Shopping

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 & VISIONS FOR THE FUTURE

Assessments with the quality of life in the City of Maple Ridge while still mainly positive, continue to trend downwards. Access to the outdoors is what residents continue to value the most, while homelessness continues to be a top concern. Residents' visions for the future of the community are a safe city with more shopping and dining opportunities.

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## 2 SATISFACTION WITH MUNICIPAL SERVICES AND VALUE

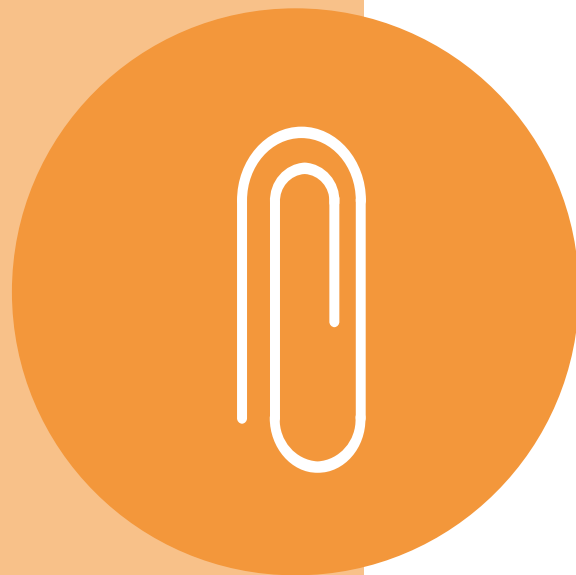
Satisfaction with municipal services and with the value of services for the property taxes paid are both lower than they were two years ago with ratings becoming increasingly mixed.

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## 3 SERVICE AREAS PRIORITIES AND PERFORMANCE




Residents accord high importance and high satisfaction to emergency services, recycling depot/collection, parks, playgrounds, etc. and water, sewer and storm drainage. 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 buildings that can be built, bylaw services, communications and announcements from the City, cultural facilities and programs and to a lesser degree, streets and sidewalks. For most service areas, the general preference is to maintain current service levels. Funding preferences for areas where residents want to see an increased level of service are highly dependent upon the service itself.



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# Appendix

# RESIDENT PROFILES

		2022
<b>Gender</b> (base)		643
	Male	47%
	Female	47%
	Other	1%
	Prefer not to answer	6%
<b>Age</b>		
	18 to 24	1%
	25 to 34	12%
	35 to 44	18%
	45 to 54	21%
	55 to 64	19%
	65+	28%
<b>Years Lived in Maple Ridge</b>		
	Less than 1 year	2%
	1 to 4 years	18%
	5 to 10 years	18%
	11 to 20 years	20%
	More than 20 years	39%
	Can't recall / prefer not to say	3%

		2022
<b>Household Composition</b> (base)		643
	Single with no children	11%
	Single with children	6%
	Couple with no children	25%
	Couple with children	42%
	Other	9%
	Prefer not to answer	7%
<b>Home Tenure</b>		
	Own	76%
	Rent	19%
	Prefer not to answer	5%

# SERVICE LEVEL PREFERENCES

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

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

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

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

<sup>1</sup> e.g. response to noise complaints, neighbourhood disputes, enforcing regulations / <sup>2</sup> 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

Service	2014		2020		2022	
	Increase taxes and/or user fees	Reduce other services	Increase taxes and/or user fees	Reduce other services	Increase taxes and/or user fees	Reduce other services
Fire protection	72%	10%	73%	13%	74%	4%
Police services	69%	11%	66%	14%	58%	14%
Streets and sidewalks	56%	16%	53%	18%	51%	20%
Protecting streams, rivers and other environmentally sensitive areas	69%	9%	70%	11%	61%	20%
Library services	89%	2%	80%	3%	75%	10%
Water, sewer and storm drainage	73%	9%	61%	13%	67%	15%
Recycling depot and curbside collection	68%	12%	62%	12%	63%	16%
Parks, playgrounds, sports fields and trails	66%	11%	77%	11%	67%	13%
Bylaw services <sup>1</sup>	65%	14%	65%	11%	52%	21%
Communications and announcements from the City	N/A		47%	15%	44%	16%
Attracting new businesses and employers	55%	13%	52%	12%	50%	18%
Recreational facilities and programs (leisure centre, pools, ice rinks, gymnasiums, lessons, registered and drop-in programs)**	85%	9%	N/A		76%	12%
Online registrations, payments and e-services <sup>2</sup>	N/A		56%	13%	66%	13%
Regulating what types of buildings can be built in specific areas of the City	72%	9%	57%	12%	57%	18%
Community-led and/or City delivered special events, activities, and festivals	N/A		N/A		75%	6%
Video streaming of Council proceedings	N/A		48%	23%	40%	19%
Cultural facilities and programs (theatres, museums, registered & drop-in programs)*	79%	3%	81%	5%	74%	9%

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

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

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

<sup>1</sup> e.g. response to noise complaints, neighbourhood disputes, enforcing regulations / <sup>2</sup> 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?





## Help Shape the Future of Maple Ridge

September 26, 2022

Dear Resident,

**The City of Maple Ridge invites you to participate in an important survey.** Your feedback will ensure that we make decisions which reflect the priorities of you and your fellow residents. Your household has been randomly selected to participate in this survey, which takes around **12 minutes** to complete online.

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

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

### To complete the survey:

Go to: <https://snts.ca/mr> and enter passcode:

[TOKEN]

OR

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

[QR CODE]

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

**The survey deadline is October 16, 2022.**

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

Everyone on the City of Maple Ridge Council thanks you for taking part in this survey.

With appreciation,

Michael Morden | Mayor

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

---

### City of Maple Ridge

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



## City of Maple Ridge Citizen Survey 2022

### Landing Page

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

Mail Sample Landing Page URL: <https://snts.ca/mr>  
Survey URL: [mr.sentis.ca](https://mr.sentis.ca)



Welcome to the City of Maple Ridge 2022 Citizen Survey.

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

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

If you would like to verify the survey, you can contact main reception at 604.463.5221 or [dolivieri@mapleridge.ca](mailto:dolivieri@mapleridge.ca).

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



## Intro Page

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

Thanks for taking part in the City of Maple Ridge 2022 Citizen Survey!

Your feedback will ensure that we make decisions which reflect the priorities of you and your fellow residents.

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

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

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

Click 'Next' to start the survey.

## Screener

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

1. I or someone in my household is a City elected official or works for the City
2. No one in my household (including myself) is a City elected official or works for the City

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

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

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

QS4. Do you reside in Maple Ridge?

- 1. Yes
- 2. No [TERMINATE]
- 98. Don't know

QS5. What is your postal code?

*Please enter your postal code with no spaces.*

[TERMINATE POSTAL CODES THAT DO NOT START WITH V2W, V2X OR V4R]

- Don't know [TERMINATE]

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

### Main Survey

Q1a. The Maple Ridge local government provides a number of services. In general, how would you rate the municipal services you receive in Maple Ridge?

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

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

Q1b. Why do you rate it as [INSERT RATING FROM Q1a]? **Please type in your reasons below**

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

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

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

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

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

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

Q4. Next, **how satisfied** are you with each of these services?

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

	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 Good Nor Poor	Poor	Very Poor	Don't Know
<b>Emergency Services</b>												
Fire Protection												
Police Services												
<b>Growth</b>												
Attracting new businesses and employers												
Regulating what types of buildings can be built in specific areas of the City												
Bylaw services (response to noise complaints, neighbourhood disputes, enforcing regulations)												
<b>Parks and Recreation</b>												
Parks, playgrounds, sports fields and trails												
Recreational facilities and programs (leisure centre, pools, ice rinks, gymnasiums, lessons, registered & drop-in programs)												
Cultural facilities and programs (theatres, museums, registered and drop-in programs)												
Community-led and/or City delivered special events, activities, and festivals												
Library services												
<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>Accessing Information &amp; Services</b>													
Online registrations, payments, and e-services (building permit enquiries, recreation program registration, report a concern service)													
Communications and announcements from the City													
Video streaming of Council proceedings													

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

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

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

	The service should be...				Fund 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
<i>Same list as previous</i>									

QUESTIONS 11a, 11b, 12 and 13 DELETED FOR 2022

And now onto a different subject.

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

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

- Q9. What do you like **best** about living in Maple Ridge? *Please type in your responses below*
- Q10. What do you like **least** about living in Maple Ridge? *Please type in your responses below*
- Q15. Overall, what do you think are the **three** most pressing issues facing the community of Maple Ridge today, beginning with the single most important issue? ***Please type in up to three issues below***  
**[3 SEPARATE TEXT BOXES ARE NEEDED]**
- No issues / Don't know
- Q16. Please explain, in general terms, the type of community you would like to see Maple Ridge become in the future. Give a brief description of what your vision of an ideal Maple Ridge looks like. ***Please type in your description below*** [SEMI-MANDATORY]

### Demographics

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

QS2. How do you identify?

1. Male
2. Female
96. Other \_\_\_\_\_
97. Prefer not to answer

QD1. How long have you lived in Maple Ridge? [RANGE=0 TO 99] ***Enter number of years. Enter 0 for less than 1 year.***

- Can't recall or prefer not to say

QUESTIONS D5 & D5b DELETED FOR 2022

QD2. Do you own or rent your home?

1. Own
2. Rent
97. 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
96. Other \_\_\_\_\_
97. Prefer not to answer

QUESTION D4 DELETED FOR 2022

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*** [OPTIONAL]

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

Name: \_\_\_\_\_

Email: \_\_\_\_\_

or

Phone: \_\_\_\_\_

*Enter your phone number without spaces or dashes*

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

[IF EMAIL PROVIDED IN QF1, ASK QF2]

QF2. May the City of Maple Ridge also use your email to communicate with you regarding the results of this survey?

1. Yes
2. No

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

**If you would like to sign up for more information from the City, you can find more information [here](#).**

LINK FOR ABOVE:

<https://www.mapleridge.ca/list.aspx>