

Budget Priorities Engagement Summary

Public Participation

Maple Ridge residents and businesses were encouraged to provide input on the priorities shaping the 2024 Budget through an online survey. The following data is a summary of the public input received during the engagement period of January 16 to 28, 2024.

Note: This survey was conducted using a public link. The survey respondents were self-selected and not a random sample; therefore, the results are not considered statistically representative. The results in this report do effectively represent the opinions of those who responded to the survey.

Below is a breakdown of the engagement through either the Engage Maple Ridge or the City of Maple Ridge webpages, broken down into the following categories:

- **Total Visits** Engage Maple Ridge 2023-2027 Financial Plan Page unique webpage visits
- **Aware** Reviewed City of Maple Ridge landing page
- **Informed** Downloaded content; visited multiple pages; contributed to tool (engaged)
- **Engaged** Participated in survey
- **Budget Inbox** Email submitted to City budget email address

Total Visits	Aware	Informed	Engaged	Budget Inbox
2,500	2,226	1,249	460	3

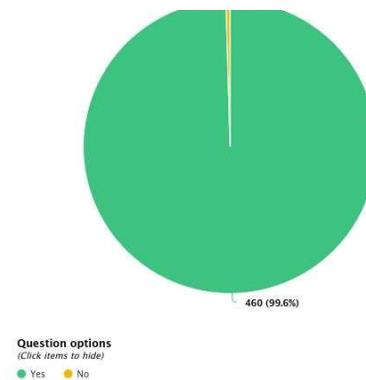
Survey Participants

In total, 462 participants completed the survey on the Engage Maple Ridge platform. Two participants were not Maple Ridge residents or taxpayers, as noted in Figure 1, their responses have been excluded from the results. More than 50% of respondents are in the 35-44 and 45-54, with an additional 33% being 55 and older. Just over 13% are 25-34 with the remaining 1% 24 years of age or younger. A detailed breakdown is in Figure 2.

Nearly 60% of respondents have lived in Maple Ridge more than 10 years with approximately 40% equally distributed between 1-5- and 5-10-year categories. Less than 4% of respondents have lived in the community less than a year.

More than 50% of respondents reported their postal code as being in the Town Centre, Haney and central Maple Ridge area. The east Maple Ridge area code was reported by 28% of respondents and just under 21% of respondents identified their postal code as being from the west side of the community.

Figure 4 - Are you a resident or taxpayer in Maple Ridge?



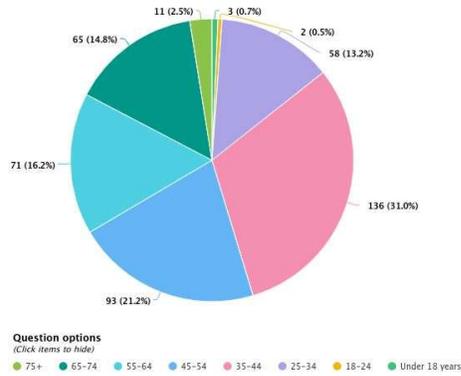


Figure 2 – What is your age?

Community Priorities

Overall, when asked to rank the City’s planned priority actions by importance on average community safety, city infrastructure and economic development ranked at the top, as in Figure 3.

Priority	Average Ranking	% of Total Points
Community safety	3.13	16.2%
City infrastructure/asset maintenance	3.24	15.6%
Economic development	3.59	14.5%
Accelerating housing	4.55	12.3%
Active transportation	4.63	11.5%
Community activation and engagement	4.92	10.8%
Climate and environmental action	5.15	10.2%
Customer service and sustainable City services	5.62	8.8%

Figure 5 - Planned Actions Ranked by Importance

Further analysis indicates that the top three priorities are valued very closely with a less than 2% spread of points allocated between them. Additional statistical analysis using standard deviations indicates that infrastructure and safety actions are of most importance with customer service and sustainable City services very low. The remainder of actions are within the normal distribution range.

To gain further insight into the alignment of actions with priority rankings, respondents were asked to identify their preference for proposed actions under each priority. Specifically, if proposed actions were supported, more or less action should be taken or specific comments regarding the actions.

For the purposes of evaluating and analysis, responses of the approach being supported or more action should be taken were logged as positive responses. Responses indicating less action should be taken and specific comments were analyzed to gauge general sentiment and themed.

Community Safety

For the top ranked priority of community safety, 79% of respondents identified that the actions were supported or more could be done, 12% provided comments only and 9% suggested less action. Figure 4 details the survey responses.

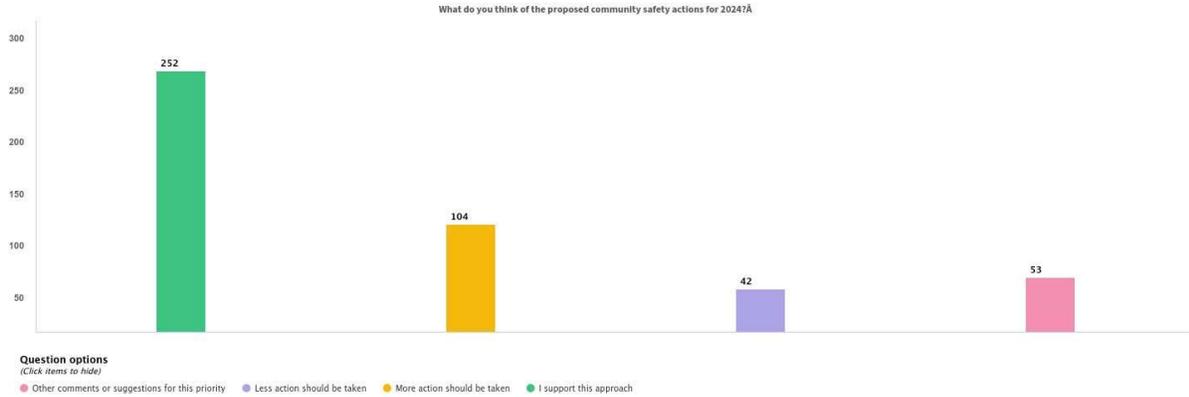


Figure 4 - Community Safety Responses

Of those who suggested less action or provided a comment, 32% of comments indicated a desire to reduce taxation, 21% suggested that other priorities, such as infrastructure improvements, were more important, 20% were satisfied with current services. However, it should be noted that 16% of comments still indicated that more policing was preferred, even if the survey participant responded that less action should be taken. Categorization of comments is in Figure 5.

Theme	# of Comments	% of Total Comments
Reduce Taxation	18	32%
Other Priorities More Important	12	21%
Current Services Sufficient	11	20%
More Police	9	16%
Senior Government Responsibility	4	7%
Reduce Fire Actions	1	2%
General Comment	1	2%

Figure 5 – Community Safety Comments

City Infrastructure & Assets

The second highest ranked priority of City infrastructure had just over 80% of survey participants indicate support for proposed actions and a desire for more action. Nearly 11% of respondents just provided comments and under 9% indicated that less action should be taken.

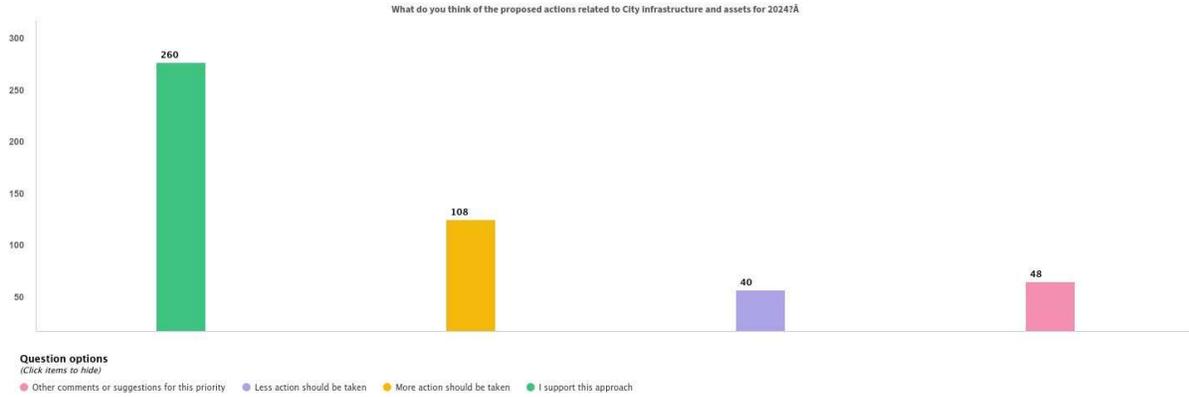


Figure 6 - Infrastructure Responses

Over 44% of comments indicate that other infrastructure improvements not captured in the action list were needed, 27% identified other priorities that were of greater importance and 21% preferred to minimize taxation.

Infrastructure	# of Comments	% of Comments
Other Infrastructure Needed	29	44%
Other Priorities More Important	18	27%
Reduce Taxation	14	21%
Development Funding	4	6%
Uncategorized	1	2%

Figure 7 - Infrastructure Comments

Economic Development

Priority actions for Economic Development were positively supported by 80% of respondents. Less than 8% of respondents suggested that less action is needed and nearly 12% strictly provided comments on the priority.

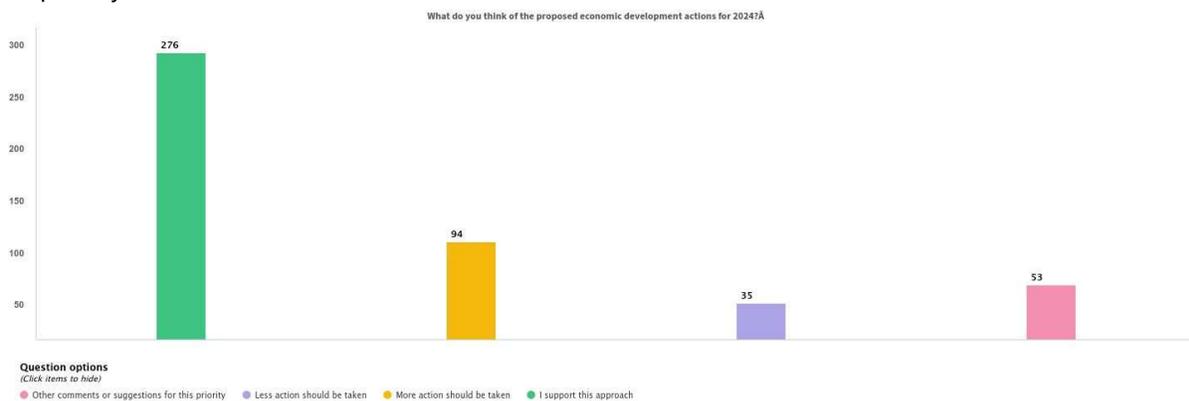


Figure 7-Economic Development Responses

More than a third of comments relating to the Economic Development priority were of a varied nature without a thread to other common themes. From there, 23% of comments indicated a need to support local businesses and 17% identified that other priorities should take precedence. A reduction in taxation,

less of a need for post-secondary education and fewer branding initiatives were also raised by a smaller portion of responses.

Economic Development	# of Comments	% of Comments
General Comments	24	35%
Need to Support Local Business	16	23%
Other Priorities More Important	12	17%
Reduce Taxation	6	9%
No Need for Post Secondary	6	9%
Less Branding	5	7%

Figure 8 - Economic Development Comments

Housing Acceleration

Housing actions were positively supported by 58% of respondents. Just over 20% of respondents identified that less action should be taken and 28% of responses only included comments and no sentiment.

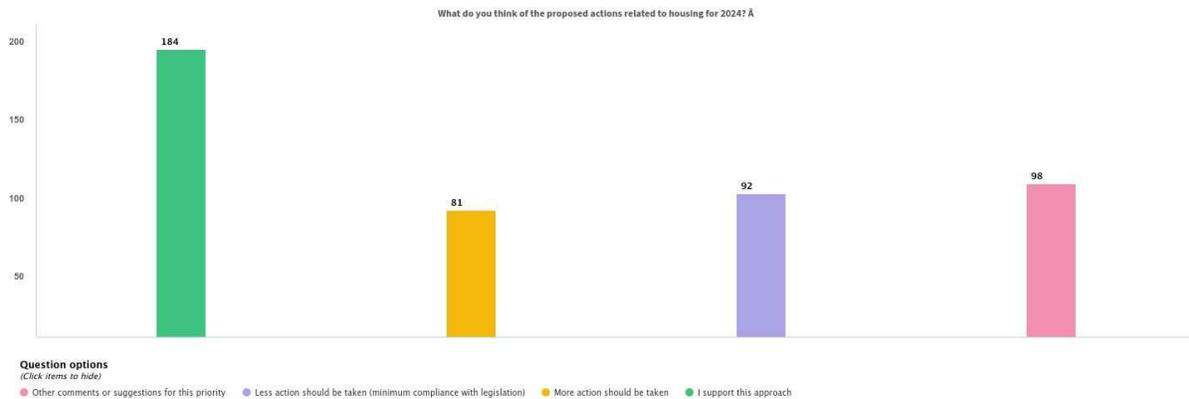


Figure 8 - Housing Acceleration Responses

For 37% of participants the rationale for their response was that more infrastructure – such as schools, recreation amenities, and transportation improvements to reduce traffic congestion – were important considerations. A further 18% emphasized the need to balance growth with economic development and environmental impacts to ensure sustainability. Approximately 9% of respondents asserted that the role of facilitating housing is a senior government responsibility that should not be borne onto local taxpayers. The portion of comments to this effect was similar to that of respondents who prefer to lessen taxation.

On the lower end of the response scale were general comments about housing, a desire to improve processing times, identification that other priorities, such as community safety, are of greater importance were identified in 7%, 6%, and 5% of comments respectively. Commentary also identified that there is a preference for a diversity of housing options, including single-family homes and that additionally resources are required to address homelessness beyond housing.

Themes	# of Comments	% of Comments
Infrastructure Needed	66	37%
Balanced Growth	31	18%
Senior Government Responsibility	16	9%
Reduce Taxation	15	8%
General Comments	12	7%
Increase Staffing/Improve Processing Times	11	6%
Other Priorities More Important	8	5%
Housing Diversity	6	3%
Homelessness	5	3%
Affordable Housing/Affordability	5	3%
More Action Required	2	1%

Figure 9 – Housing Acceleration Comments

Active Transportation

Though generally supported, by 55% of positive responses, a larger portion of responses indicated that less should be done with regard to Active Transportation actions. Over 32% of responses suggest fewer action on the priority with 12% responding with only comments.

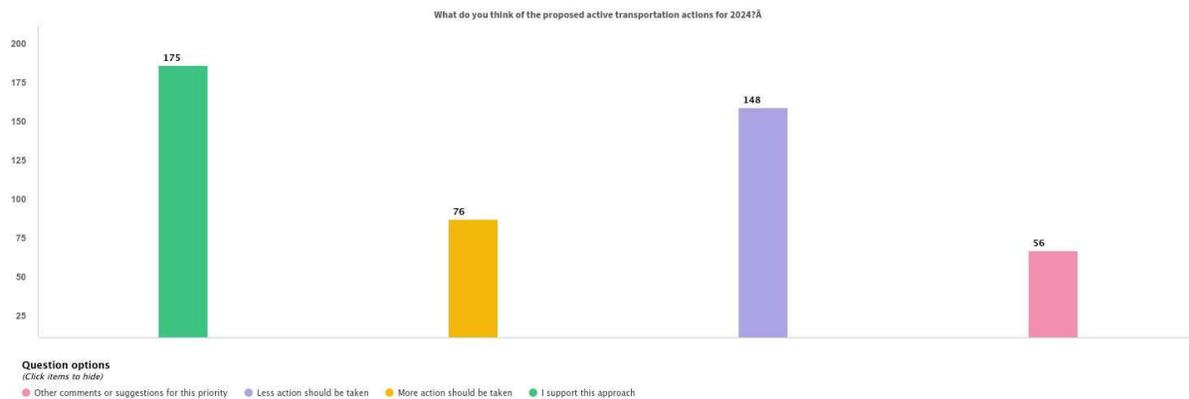


Figure 10 – Active Transportation Responses

More than half of comments indicated that other priorities are of greater importance than Active Transportation actions. A further 43% suggested that less action should be taken because the infrastructure is underutilized. The balance of responses indicated a preference for reducing taxation where possible and that existing services are adequate.

Themes	# of Comments	% of Comments
Other Priorities More Important	70	51%
Underutilized	58	43%
Reduce Taxation	7	5%
Current Services Adequate	1	1%

Figure 11 - Active Transportation Comments

Community Activation and Engagement

For Community Activation and Engagement actions, 62% of respondents identified support for the actions or that more should be done. Approximately 27% of respondents suggested less action with 11% only providing comments.

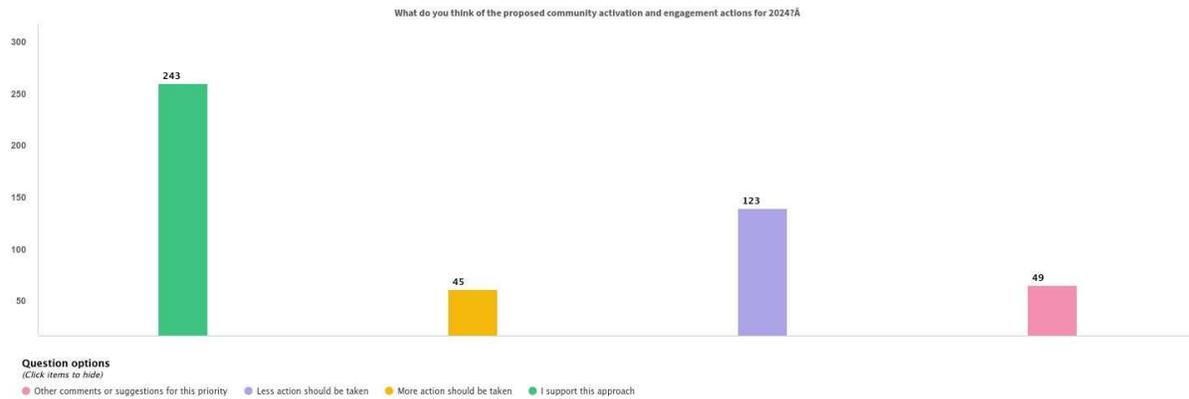


Figure 12 – Community Activation & Engagement Responses

Approximately 35% of comments indicated that other priorities were of greater importance and additional third of comments preferred keeping taxation low. Aside from these two themes, the balance of commentary was varied across a number of different topics, as listed in the table below.

Community Activation & Engagement	# of Comments	% of Comments
Other Priorities More Important	44	35%
Reduce Taxation	41	33%
General Comments	11	9%
More Recreation Opportunities (Facility & Programming)	7	6%
Need Pool/Swimming	6	5%
Less Events	5	4%
Art/History Not Important	5	4%
More Events	4	3%
Volunteer Improvements	2	2%

Figure 13 – Community Activation & Engagement Comments

Climate and Environmental Action

Just under 60% of survey participants indicated positive support for actions under the Climate and Environment priority. Nearly 29% suggested less action should be taken and 13% of respondents only provided comments.

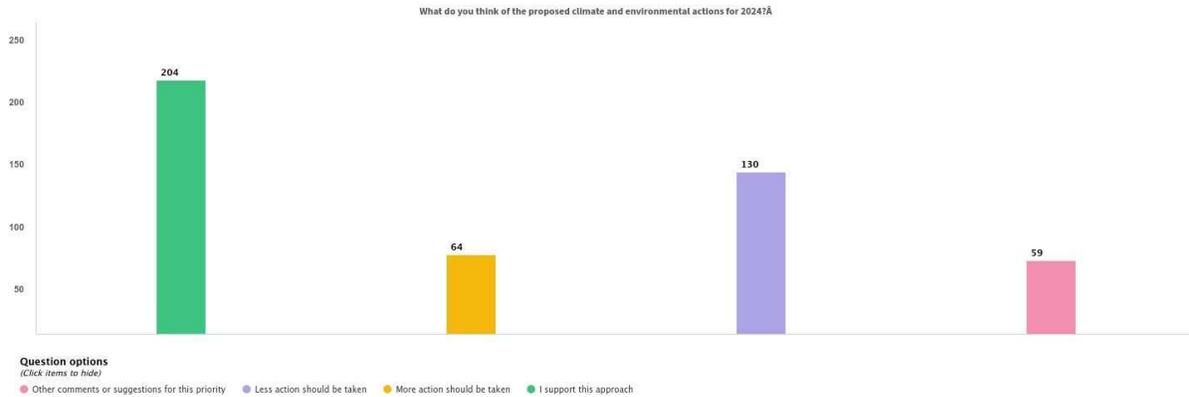


Figure 14 – Climate and Environment Responses

One-third of comments did not support work related to electrification of the City’s fleet or additional charging stations. Approximately 20% of responses suggested that less should be done to reduce taxation while 16% of comments wanted to focus on other priorities, such as transportation and roads infrastructure. Another significant theme was that the City should focus efforts on preserving natural assets of the community over the actions proposed.

Climate	# of Comments	% of Comments
Do Not Support for EV Stations/Cars	46	33%
Reduce Taxation	28	20%
Other Priorities More Important	23	16%
Natural Resources Preservation	15	11%
General Comments	15	11%
Senior Government Responsibility	7	5%
Need Garbage / Compost / Recycling Services	6	4%
Emergency Event Preparedness	1	1%

Figure 15 - Climate and Environment Comments

Governance & Corporate Excellence

More than 66% of survey participants supported the proposed actions or suggested more action should be taken on this priority. Nearly a quarter of respondents recommend less action and 11% only provided comments.

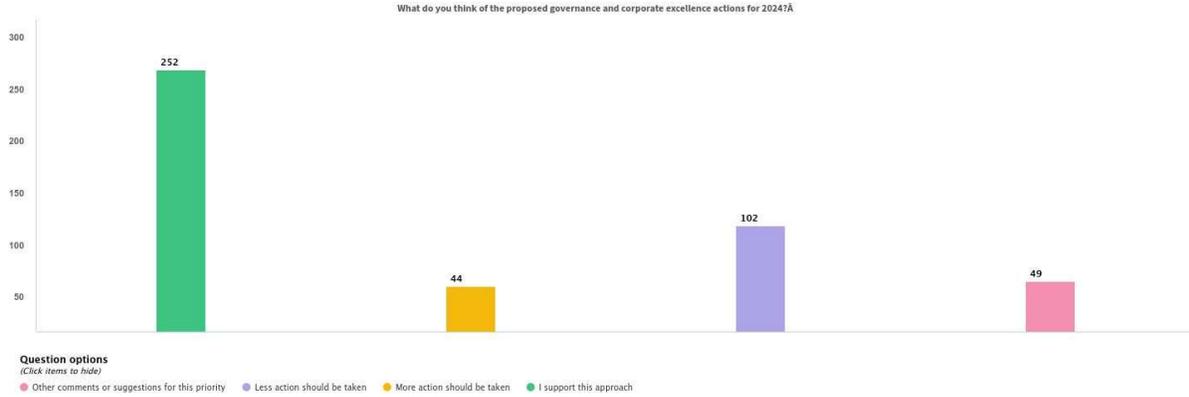


Figure 16 – Governance and Corporate Excellence Responses

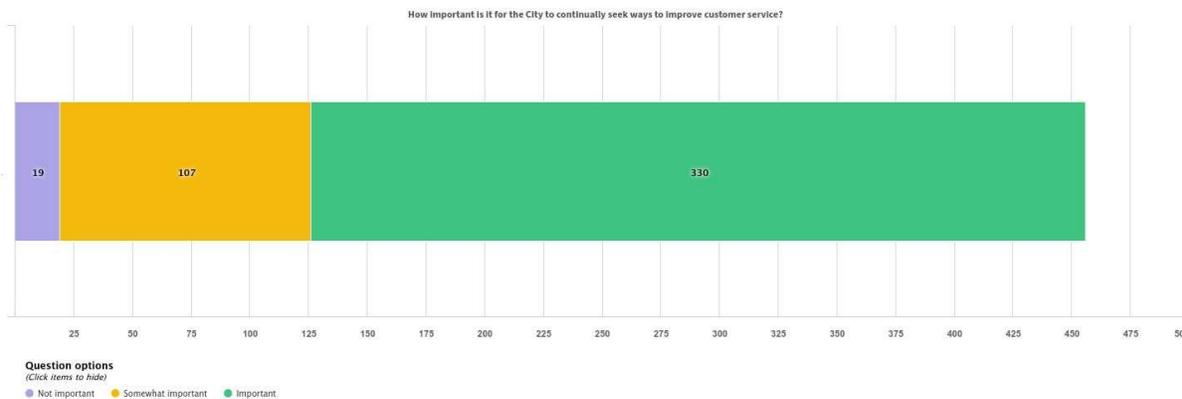
The most significant theme in the comments received was that proposed actions should be reduced to mitigate the tax impact. Additionally, responses suggested that the proposed actions should not be a priority and that other issues, such as infrastructure and economic development, are of greater importance.

Governance & Corporate Excellence	# of Comments	% of Comments
Reduce Taxation	29	33%
Proposed Items Not A Priority	19	21%
General Comments	19	21%
Other Priorities More Important	16	18%
Less Reconciliation Action	6	7%

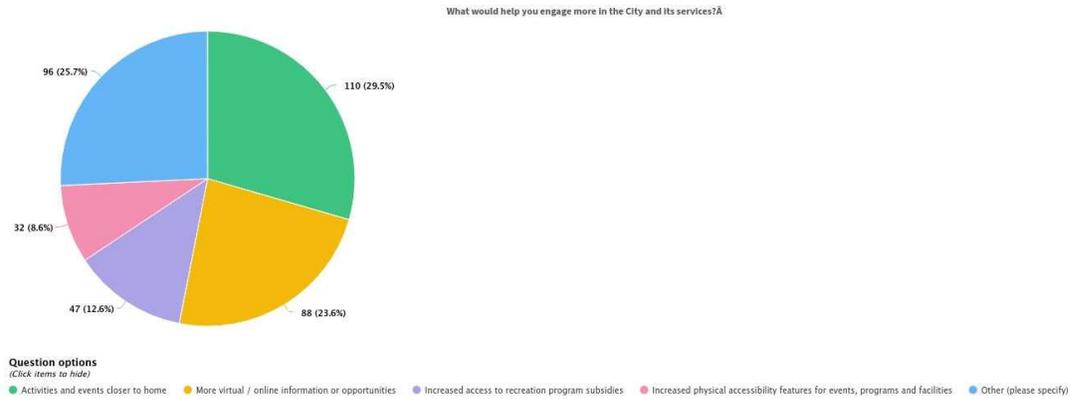
Figure 17 - Governance and Corporate Excellence Comments

Communication & Customer Service

Two questions were asked in the survey to address the importance of customer service as well as how the City can better engage with the City and its services. Overall, more than 72% of respondents indicated that it is important for the City to continually seek to improve customer service, while 24% identified that it is only somewhat important. Only 4% of respondents suggested that it is not important.



In terms of improving citizen engagement, nearly 30% of respondents suggested more activities closer to home. 24% identified that digital information and opportunities for virtual engagement would assist. Financial support for recreation programming was noted by nearly 13% of participants and physical accessibility was noted by more than 8%.



In general, commentary centered around the need for more community recreation facilities and programming, including increasing the diversity of programming and availability of programs. The second most common theme was a desire to reduce the cost of programming and taxation. Increasing a sense of community safety and more parking and other infrastructure were also prevalent comments.

Engagement Comments	# of Comments	% of Comments
More Recreation Opportunities/Programs	25	31%
Reduce Taxation/Cost	19	16%
Community Safety	12	15%
Access to Information/Events	9	11%
More Infrastructure	9	11%
Downtown Activation/More Businesses	7	9%
General Comments	5	6%