

DECEMBER 2025

# City of Maple Ridge Community Survey 2025

Final Report

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# Introduction

Maple Ridge is a growing and evolving community within Metro Vancouver, shaped by steady population growth, ongoing housing development, and changing economic and infrastructure pressures. As the City continues to balance affordability, transportation, service delivery, and quality of life, understanding resident priorities is critical to inform long-term planning and annual budget decision-making.

To support this work, the City of Maple Ridge engaged Earnscliffe and Leger to conduct a Community Survey to inform strategic planning and to provide insight into resident priorities as part of the City's 2026 annual budget process. This survey draws on insights and question areas from the City's long-standing series of Citizen Surveys conducted in 2003, 2006, 2008, 2012, 2014, 2020, 2022, and 2024; however, it is not intended as a direct repeat of previous tracking data.

The 2025 survey was developed to address current context, priorities, and informational needs. Selected questions were repeated from previous surveys to allow for tracking residents sentiment year over year.

As shown in this report, survey results indicate concern from residents around affordability, infrastructure and growth, with strong support for City investments in essential services and long-term capital projects.

# Survey methodology

The findings in this report are based on a 11-14 minute online survey with 711 residents and business owners in Maple Ridge. Screening by postal code ensured that only local respondents were able to participate.

Responses were recruited and the survey was promoted through a variety of methods from October 17 to November 24:

- news release
- digital ad campaigns promoted by the City and Leger
- Leger online panel
- social media campaign
- homepage banner
- digital screens
- newspaper ad (1/4 page in Nov 7 and 14 editions of the Maple Ridge-Pitt Meadows News)
- email to applicable Engage site subscribers (approx. 350)
- printed posters
- eConnect

De-duplication protocols were implemented to protect data integrity and help prevent individuals from completing the survey more than once across different recruitment methods. The ads used to recruit respondents are included in the appendix.

The results are weighted by age and gender to be representative of the population of the City of Maple Ridge according to the most recent data from Statistics Canada.

# Analysis of survey results

# Community pride and quality of life

The 2025 Community Survey demonstrates some caution expressed by residents around affordability, infrastructure, and growth, with strong support for investment in essential services and long-term capital projects.

The survey shows that community pride remains strong in Maple Ridge. Residents care deeply about the community and want to see thoughtful, long-term planning as the city continues to grow.

A majority of respondents agree that Maple Ridge has natural beauty, community spirit, and economic potential (70%). More than half (56%) also agree that Maple Ridge is an attractive place to live, particularly because of its natural spaces and family-friendly neighbourhoods.

These findings are consistent with the 2024 Citizen Satisfaction Survey, which found that overall quality-of-life satisfaction remained relatively high, reinforcing Maple Ridge's continued appeal as a place to live and work.

# Resident priorities and core services

As in previous surveys, residents place the highest importance on foundational municipal services.

Road maintenance (96%), fire protection (93%), and police services (93%) continue to rank as top priorities, highlighting the importance residents place on safety, reliability, and well-maintained infrastructure.

When asked to identify the most pressing issues facing Maple Ridge today, residents most frequently cited infrastructure investment (59%), traffic congestion (45%), taxes (35%), and public safety (35%). These responses reflect the pressures of a growing community and the challenges of balancing affordability, mobility, and long-term infrastructure needs.

In 2024's survey, top concerns were heavily weighted toward social and livability issues such as homelessness (40%), crime and safety (27%), and addiction/drug use (26%). While these remain key issues, the 2025 survey shows a notable reduction in the level of concern.

# Capital investment and long-term planning

Nearly all survey respondents (95%) say it is important for the City to continue investing in long-term capital projects such as roads, utilities, and community facilities. However, awareness of the City's 2025–2029 Capital Works Program remains low, with 69% of respondents saying they are not very or not at all familiar with the program.

While 48% say they support the Capital Works Program, a further 35% say they are unsure, suggesting that uncertainty is largely driven by lack of awareness rather than opposition. The findings point to an opportunity for clearer communication around project sequencing, funding, and long-term benefits.

# Perceptions of City direction

Residents shared mixed views on the City's overall direction. More respondents indicated the City is heading in the "wrong" direction (43%) than the "right" direction (31%); however, the intensity of concern is relatively low.

Only 13% of respondents say the City is going "completely in the wrong direction," a significantly lower proportion than the average across all Metro Vancouver municipalities found in a separate study conducted during the same time frame (23%). Overall, Maple Ridge's results closely align with those of other Metro Vancouver communities, suggesting cautious concern rather than major dissatisfaction.

Residents who believe the City is on the right track most often pointed to leadership and community-building efforts. Those who expressed concern cited issues about growth, infrastructure gaps, and traffic congestion.

# Value for money and service experience

While satisfaction with specific City services remains generally positive, perceptions of value for property taxes continue to be a challenge.

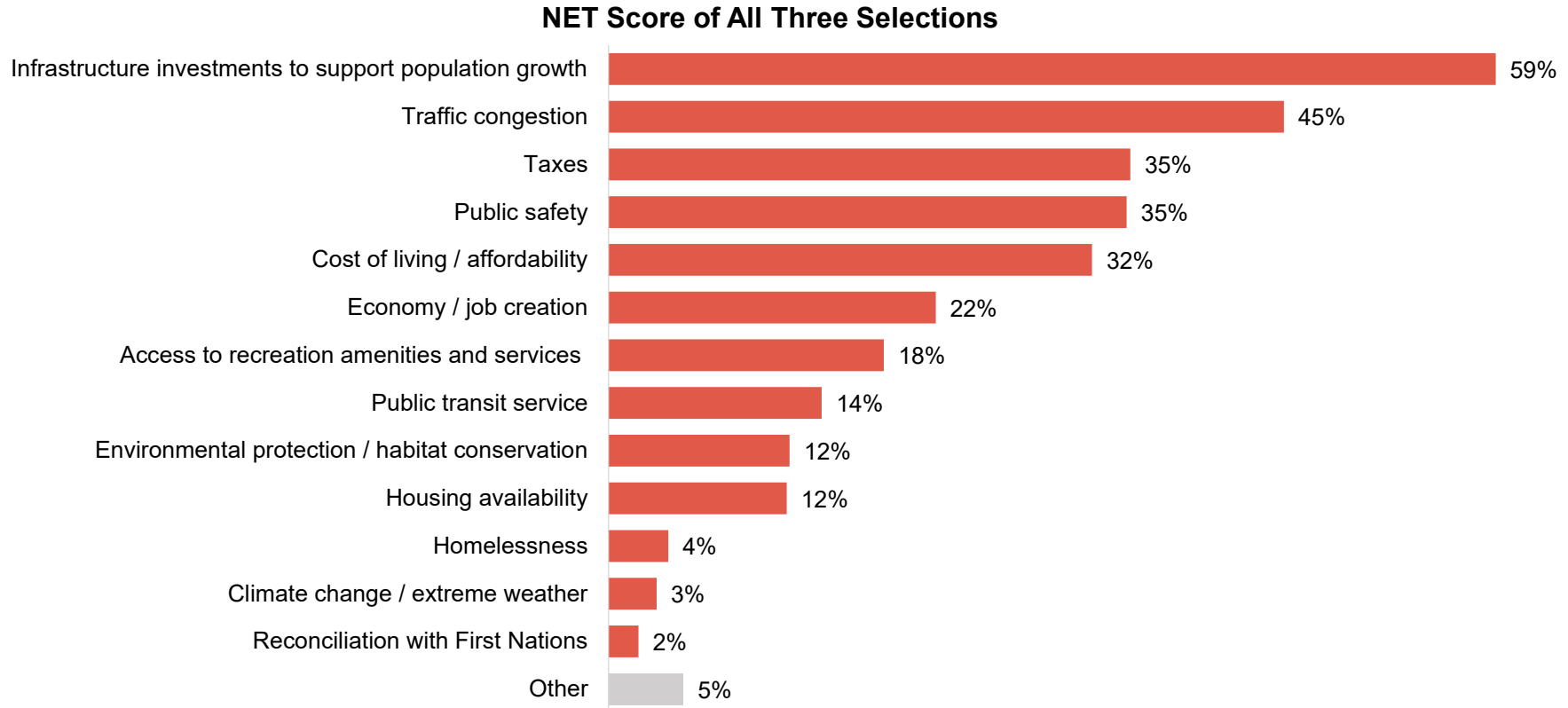
Among property taxpayers, 55% rate the overall value they receive for property taxes paid as “poor” or “very poor.”

At the same time, respondents report positive experiences when interacting directly with City services. For every service attribute measured, more residents rated their experience as “good” or “excellent” than “poor” or “very poor,” with staff helpfulness standing out as a consistent strength.

# Survey findings

# Most pressing issues facing Maple Ridge today

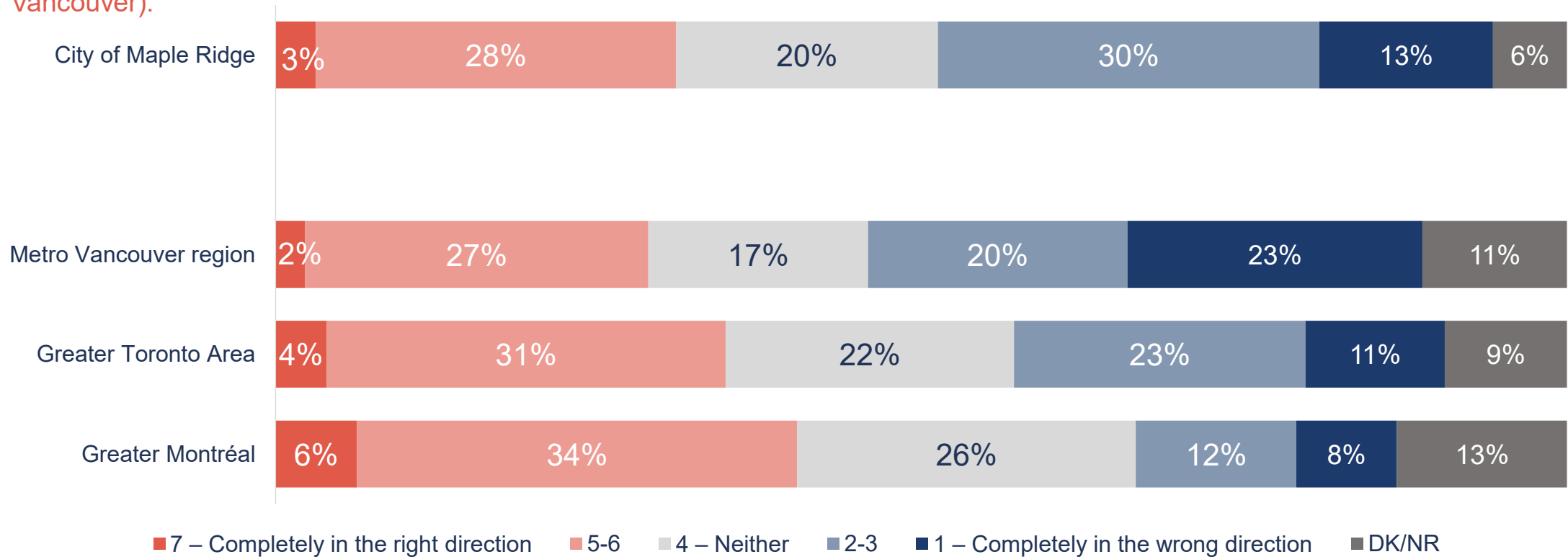
When asked to identify the top three issues facing Maple Ridge, respondents most frequently cited infrastructure investments (59%), traffic congestion (45%), high taxes (35%), and public safety concerns (35%).



Q5: Overall, what do you think are the three most pressing issues facing the community of Maple Ridge today? Please rank your top three issues from those below or write in one in the “other” option provided. Total (n=711)

# Direction of the City of Maple Ridge

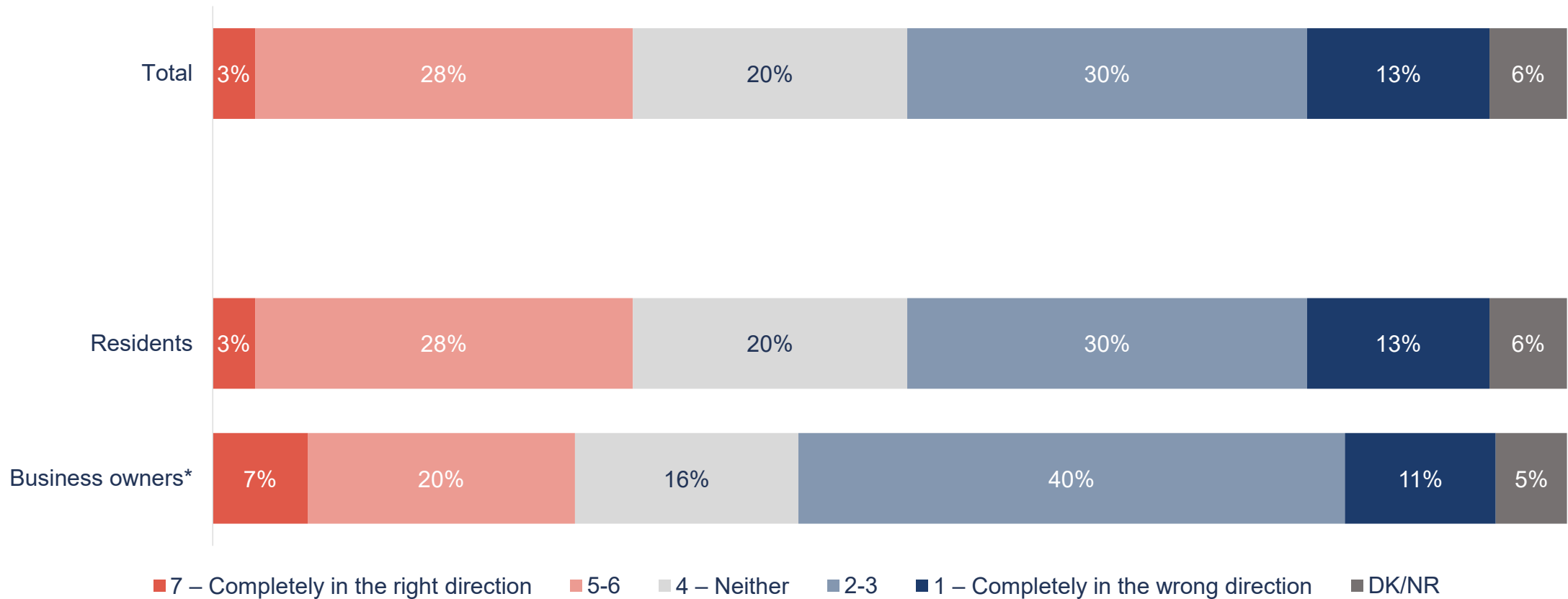
Fewer respondents feel the City is headed in the “right” direction (31%) than the “wrong” direction (43%), however, when comparing Maple Ridge to other major metropolitan areas using Earnscliffe’s omnibus survey – a national study of 2,000 adults living in Canada – we see that Maple Ridge aligns closely with the Metro Vancouver average. Notably, fewer Maple Ridge residents express the strongest negative views, with far fewer saying the City is going “completely in the wrong direction” (13% vs. 23% across Metro Vancouver).



Q8: How would you rate the direction the City of Maple Ridge (your local government) is heading in? Please use a scale from 1 to 7, where 1 means “completely in the wrong direction” and 7 means “completely in the right direction”. Total (n=varies by city)

# Direction of the City of Maple Ridge

The findings vary slightly when comparing responses of residents with business owners.

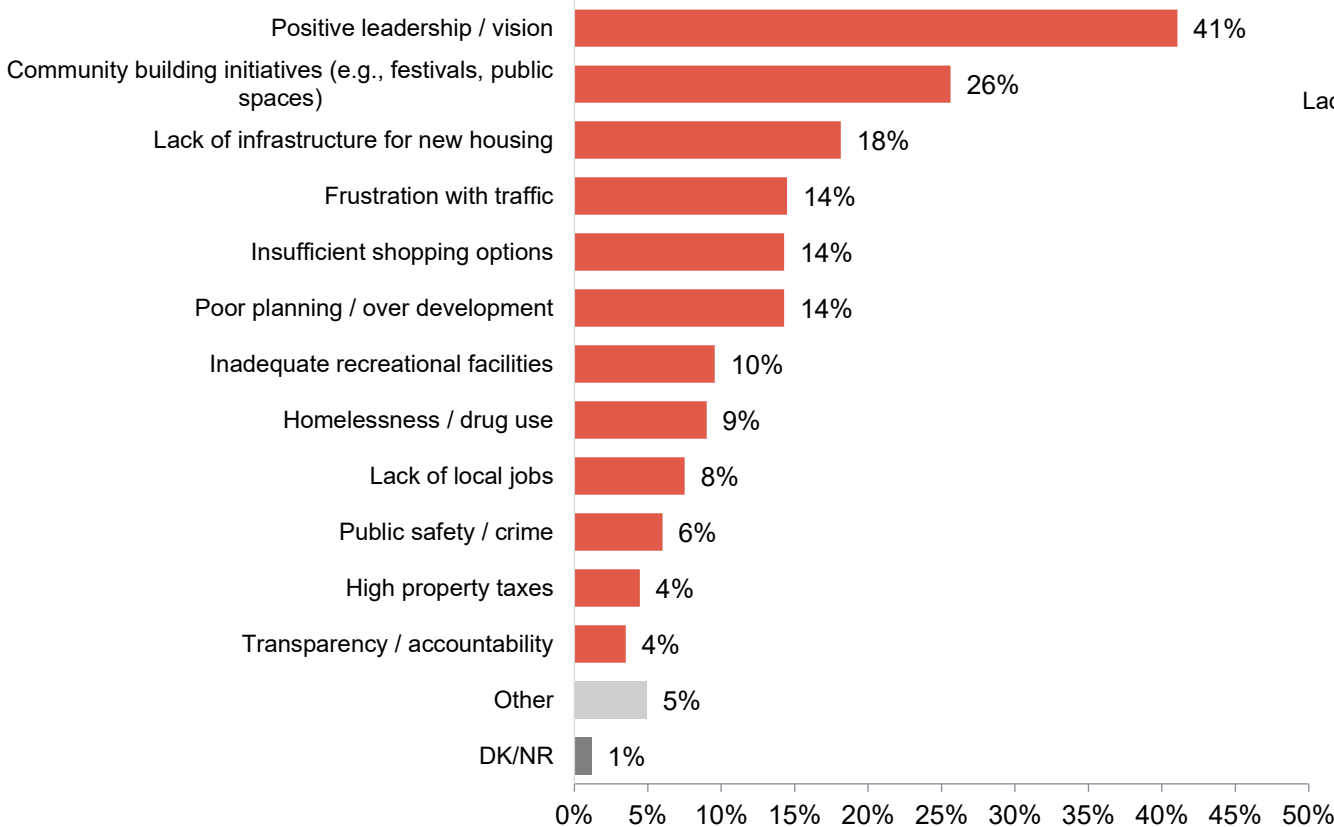


Q6: How would you rate the direction the City of Maple Ridge (your local government) is heading in? Please use a scale from 1 to 7, where 1 means "completely in the wrong direction" and 7 means "completely in the right direction. Total (n=711) \*Small sample size, interpret with caution

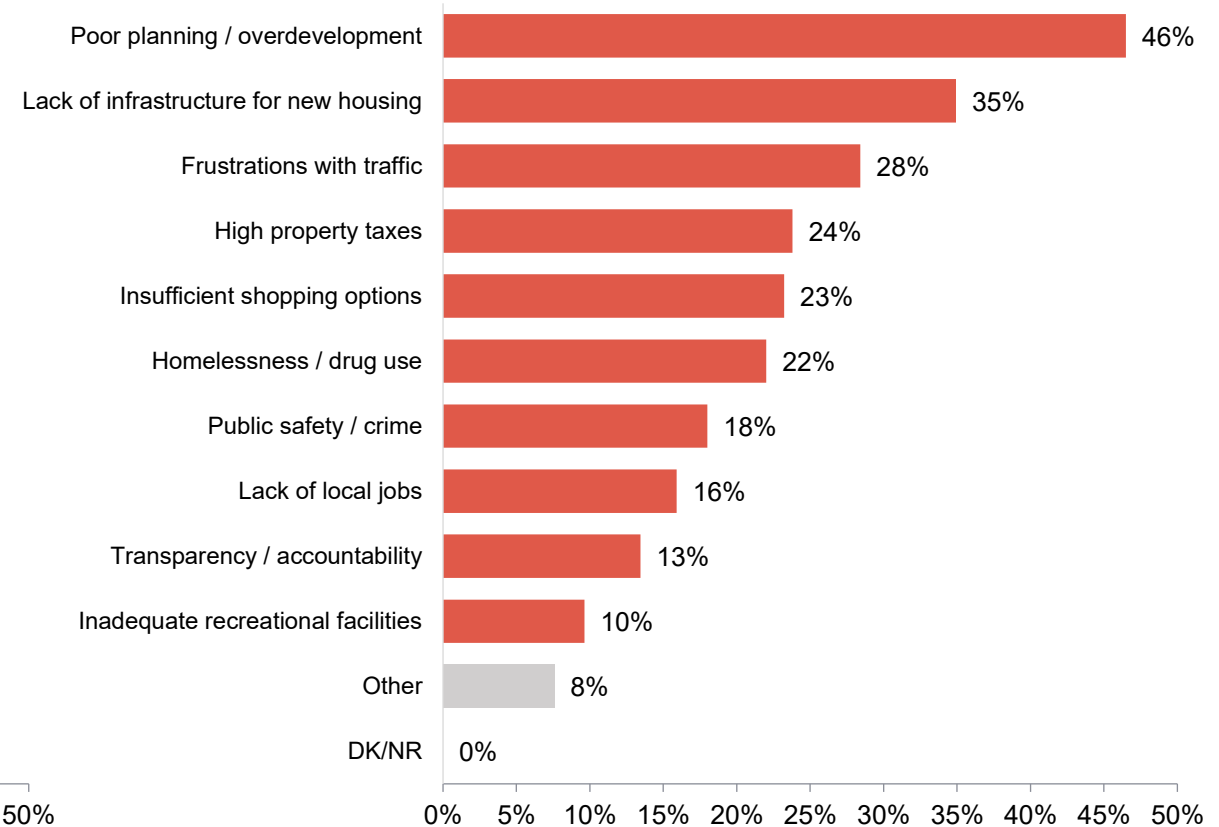
# Reasons for assessment of City direction

Survey respondents who feel the City is on the “right” track most often point to positive leadership (41%) and community building initiatives (26%), though many offered “overall positive but...” comments. Among those who say the City is on the “wrong” track, concerns are more varied: planning/overdevelopment (46%), infrastructure gaps (35%), and traffic (28%). The following graphs represent comments received after respondents answered the question on right track vs. wrong track.

**City is on the right track (5-7)**



**City is on the wrong track (1-3)**

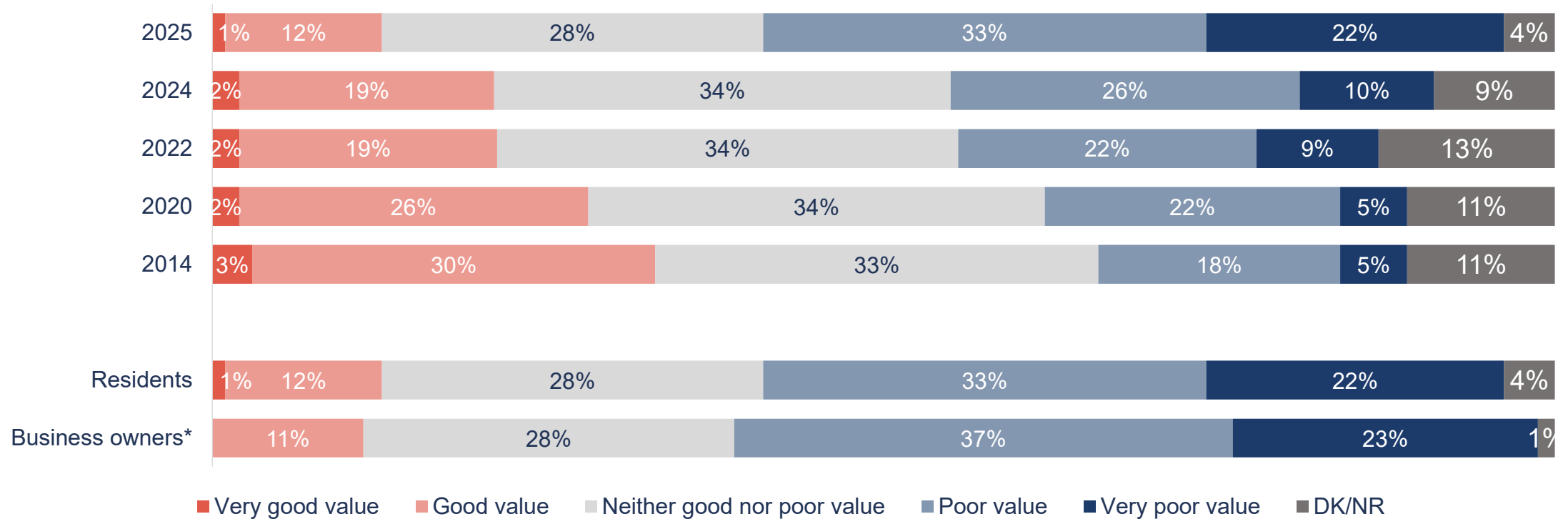


Q7: Why do you feel that way? Please type in your reason(s) below. Total (n=711; right direction n=173, wrong direction n=284)

# Value for property taxes

After being reminded that the municipal portion of property taxes is roughly 70% – and that the remainder goes to the School Levy, Metro Vancouver Regional District, and other authorities – a majority of respondents (55%) rate the value they receive as “poor” or “very poor,” a slight increase in this sentiment from previous years.

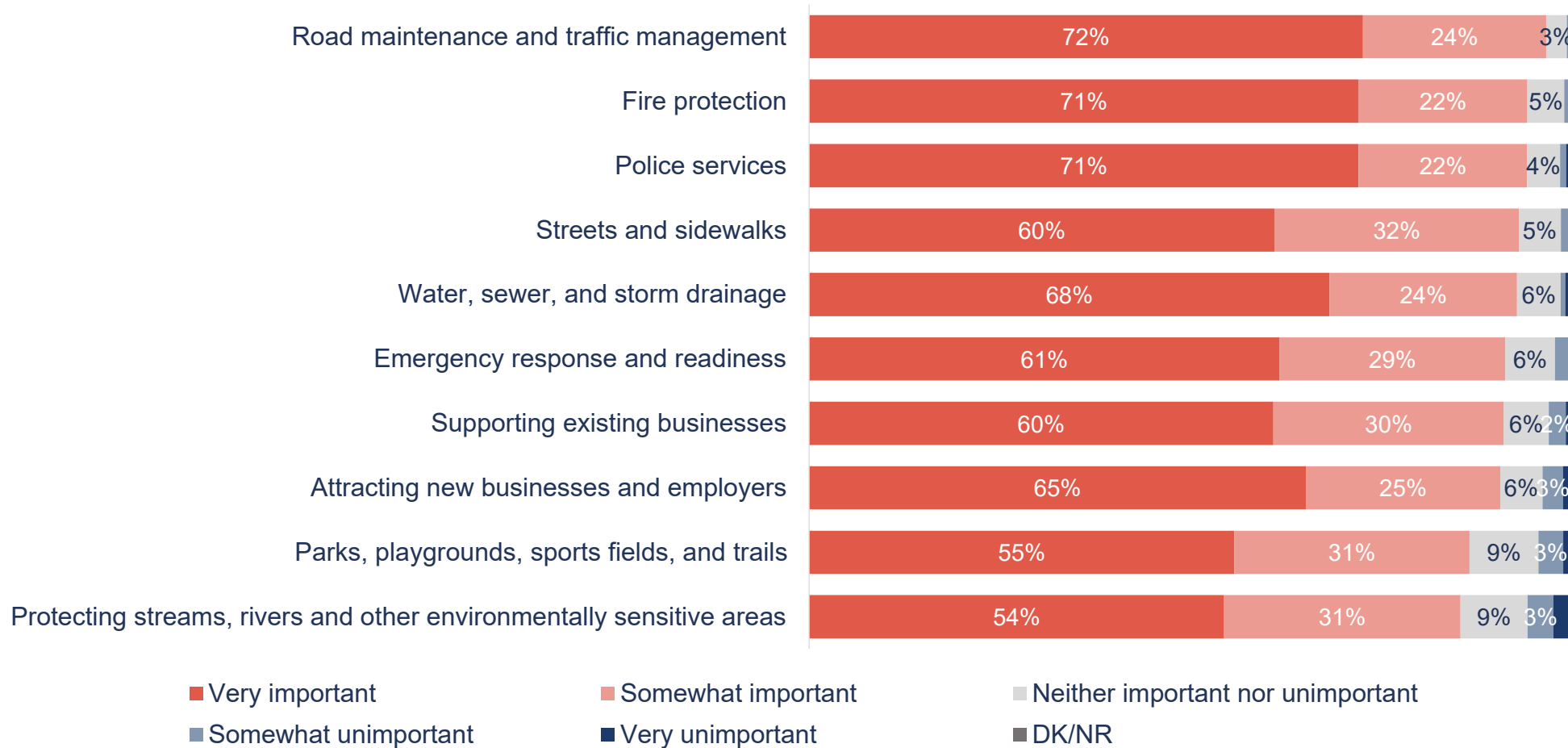
**Those who pay property taxes (2025) / All respondents (tracking)**



Q8: If you pay property taxes, how would you rate the overall value of services you receive from the City for the property taxes paid?  
 [DESCRIPTION] Total (Those who pay property taxes, n=577) \*Small sample size, interpret with caution

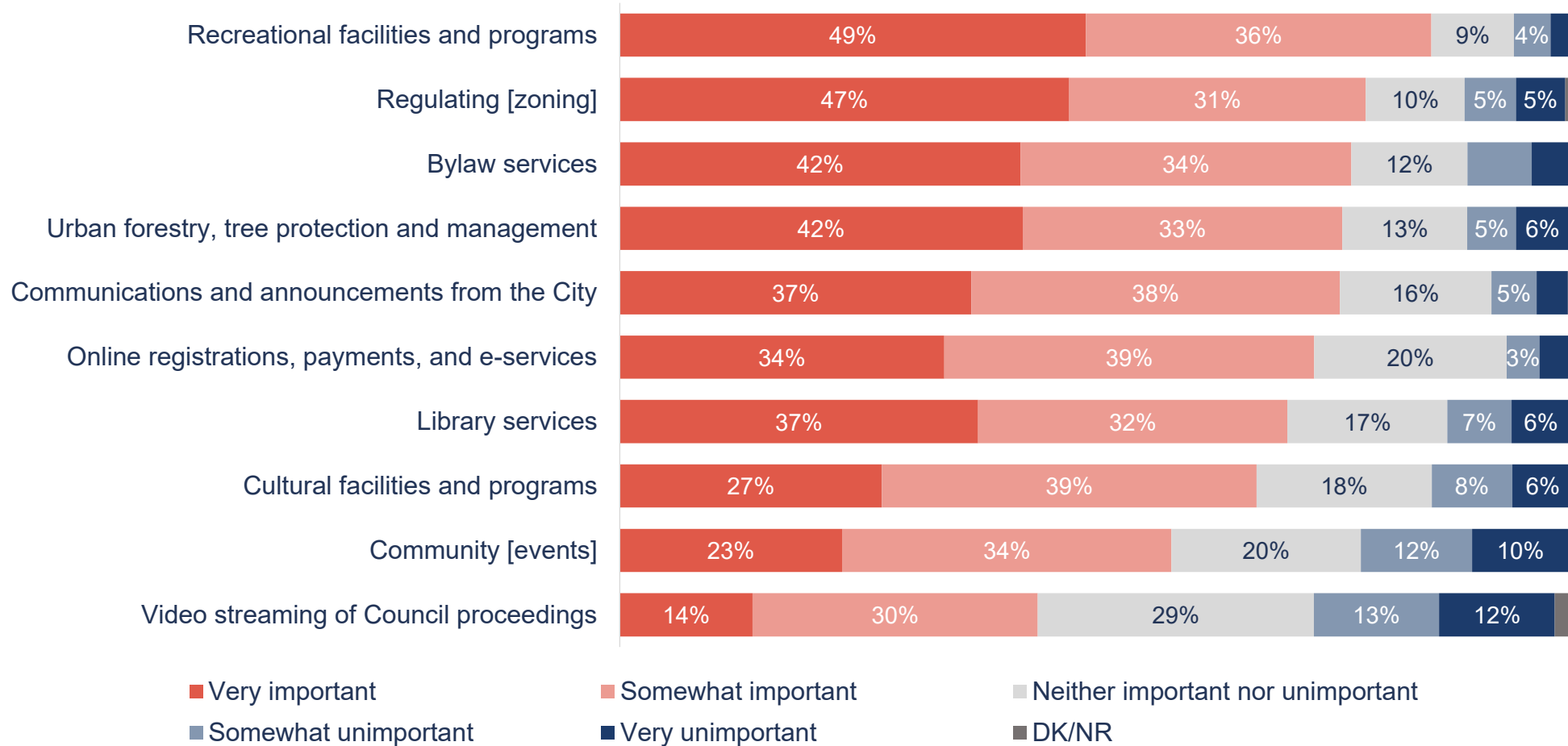
# Importance of selected public services (i)

When asked to rate the importance of municipal services, majorities considered nearly all services at least “somewhat important,” with road maintenance (96%), fire protection (93%), and police services (93%) ranking highest.



Q9-28: The following is a list of services that the City currently provides. Please rate how important each service is to you. Total (n=711)

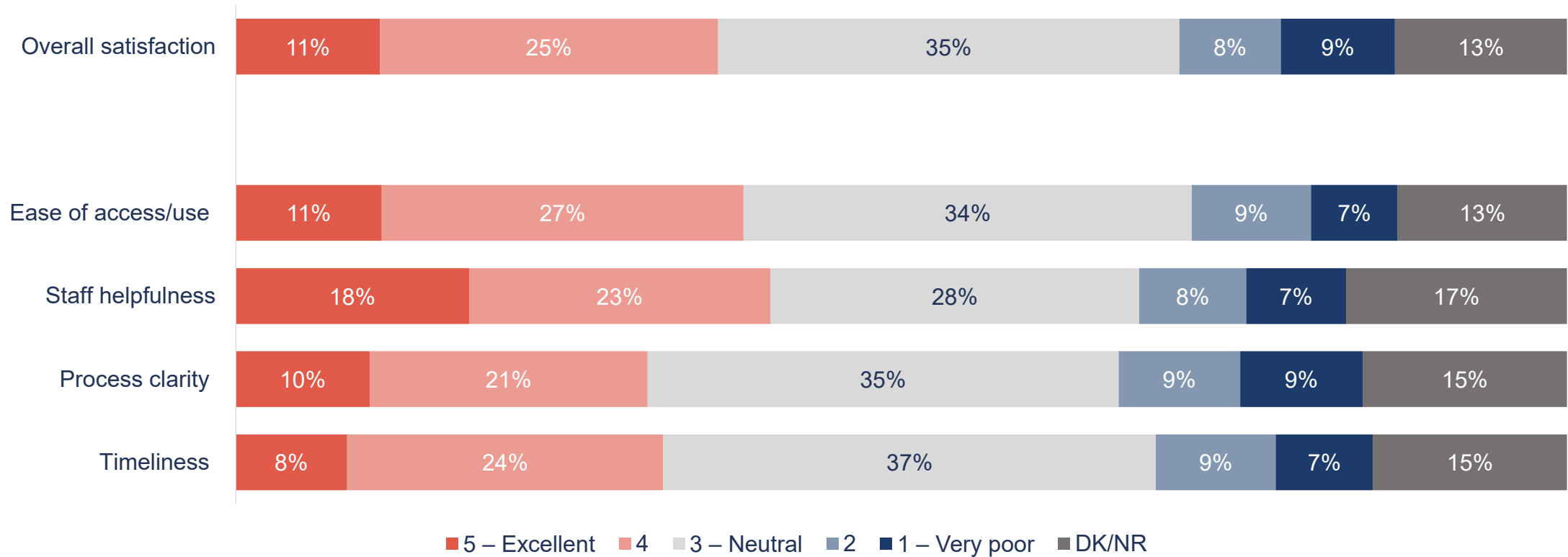
# Importance of selected public services (ii)



Q9-28: The following is a list of services that the City currently provides. Please rate how important each service is to you. Total (n=711)

# Satisfaction with selected services

Although more respondents rate the overall value they receive for their property taxes as “poor” than “good,” satisfaction with specific service attributes tells a different story: for each measure, more respondents rate their experience as “excellent” or “good” than “poor” or “very poor.” Staff helpfulness stands out as the strongest performer, reflecting consistently positive in-person interactions.

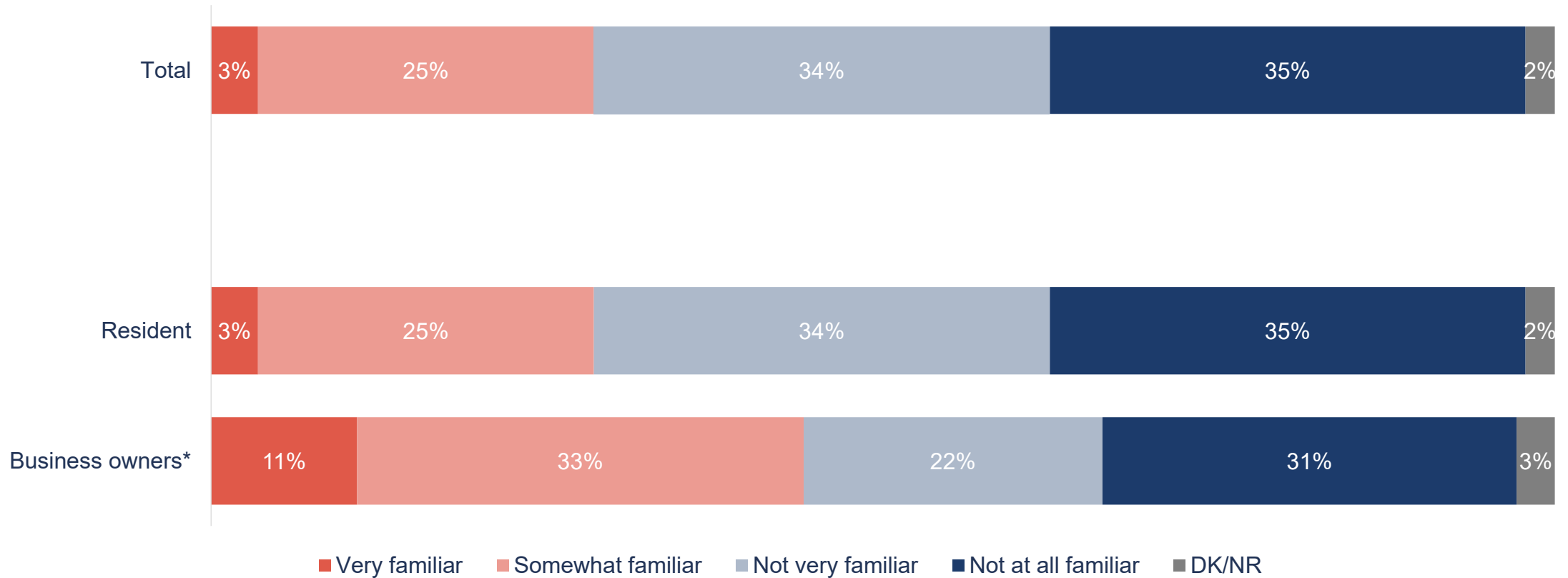


Q29-33: Based on your experience accessing City of Maple Ridge services in the past 6 months, how would you rate the following aspects of your experience? Total (n=711)

# Capital works program

# Familiarity with 2025-2029 Capital Works Program

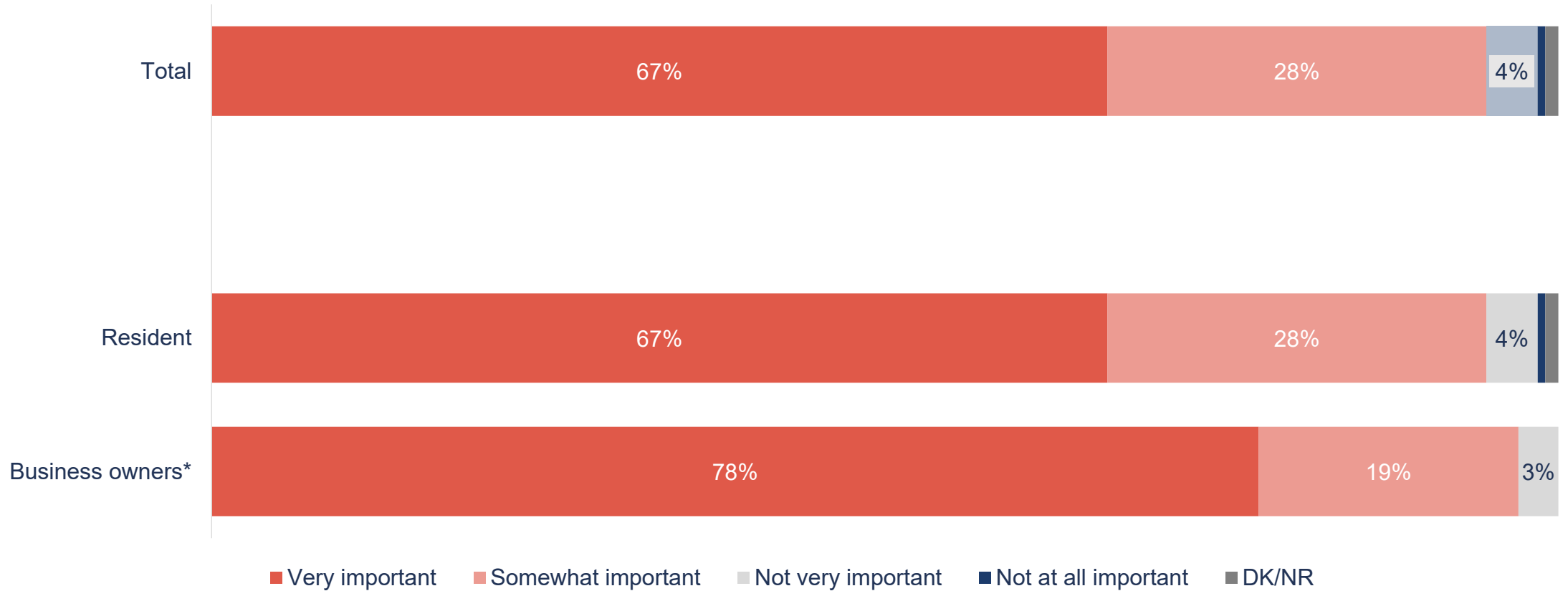
Familiarity with the 2025–2029 Capital Works Program is low, with most respondents describing themselves as only “somewhat” (25%) or “not very” familiar (34%). Over one-third (35%) say they are “not at all familiar.” This poses an opportunity for enhanced communication around the Capital Works Program in 2026.



Q34: On December 9, 2024, City Council approved the 2025-2029 Capital Works Program, which outlines the City’s strategic investments in infrastructure and community enhancements (e.g., roads, water, and sewer systems, community facilities, parks, etc.) over the next five years. How familiar would you say you are with that program? Total (n=711) \*Small sample size, interpret with caution

# Importance of investing in long-term capital projects

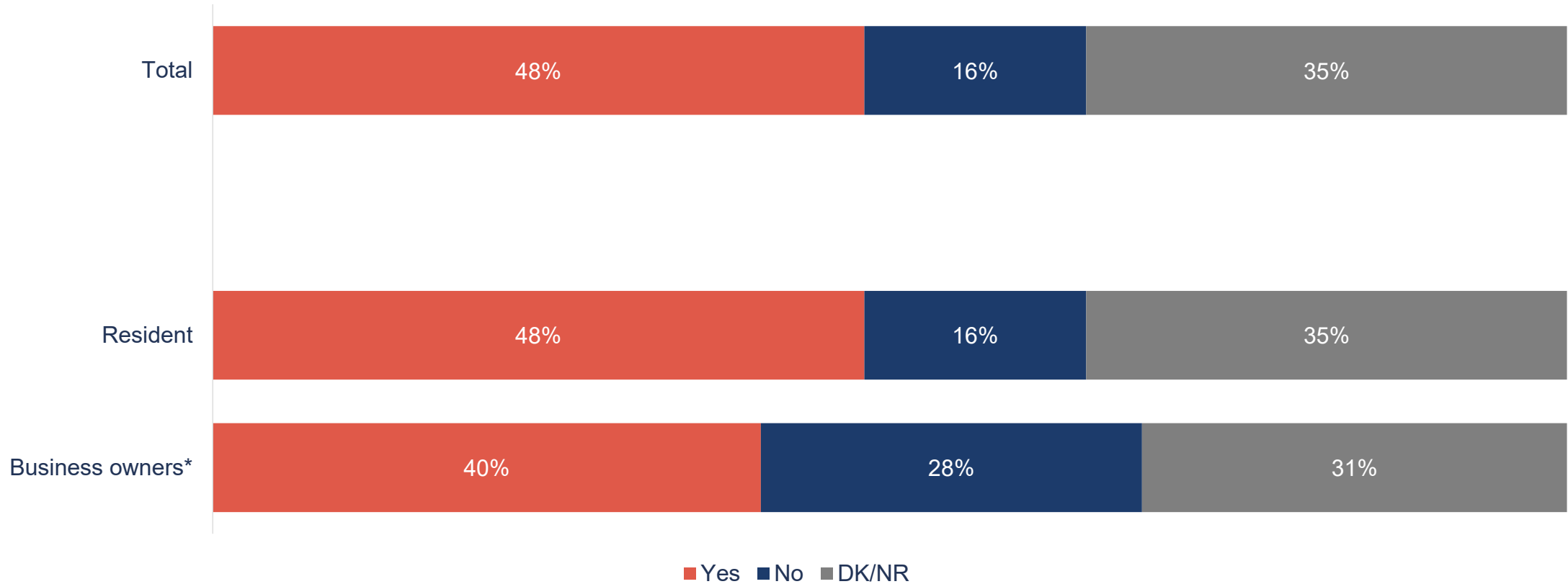
Echoing the high priority placed on infrastructure earlier in the survey, a vast majority say it is “very” (67%) or “somewhat” (28%) important for the City to invest in long-term capital projects, with virtually no opposition.



Q35: Overall, how important do you think it is for the City of Maple Ridge to continue investing in long-term capital projects (infrastructure, utilities, and community enhancements)? Total (n=424) \*Small sample size, interpret with caution

# Support for the Capital Works Program

Despite the strong importance placed on investing in long-term capital projects, only half of respondents (48%) say they support the Capital Works Program. This does not indicate opposition; rather, many are uncertain (35%), reflecting low familiarity with the program and pointing to an opportunity for further education and communication.

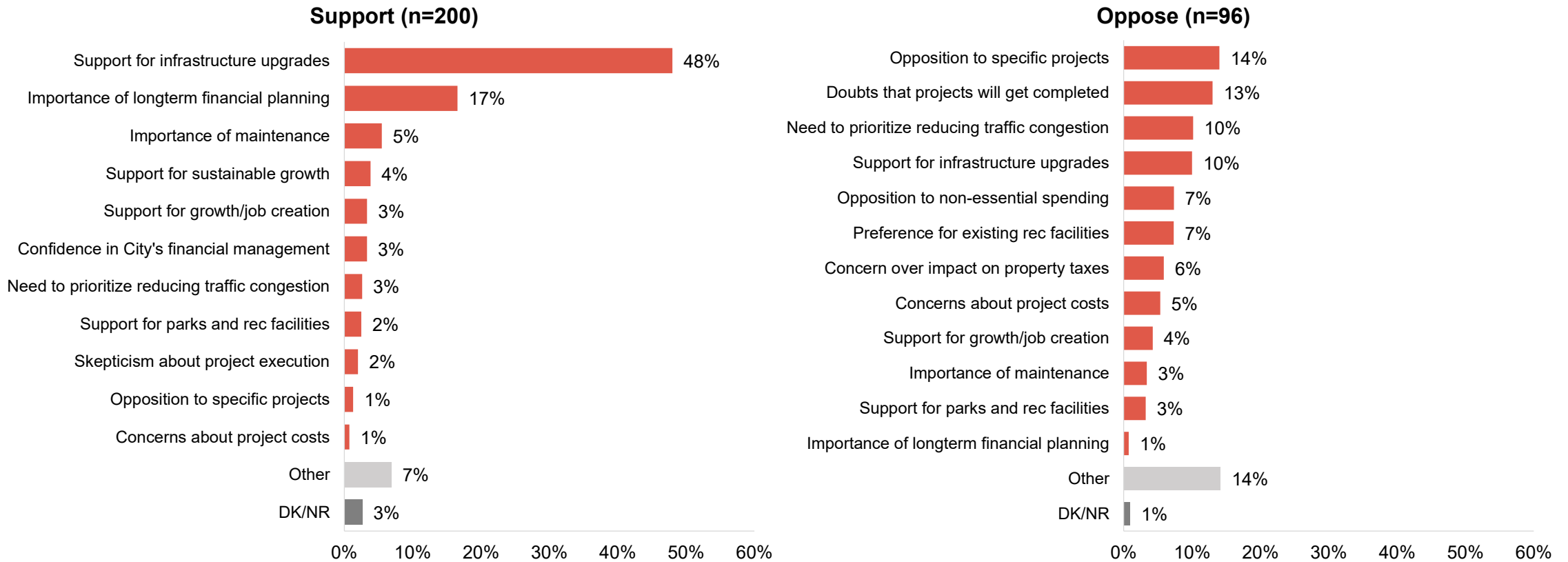


Q36: The City's 2025-2029 Capital Works Program shows the planned investments in infrastructure, utilities, and facilities over the next five years. Do you support the City's long-term planning for improvements in infrastructure, utilities, and facilities? Total (n=711)

\*Small sample size, interpret with caution

# Support for the Capital Works Program

When asked why they support or oppose the Capital Works Program, a plurality of supporters (43%) point to the need for major infrastructure investment, echoing themes raised elsewhere in the study. Opponents cite a more diverse set of concerns, most commonly opposition to specific projects (14%), skepticism about project execution (13%), and the view that traffic congestion is not being adequately prioritized (10%).

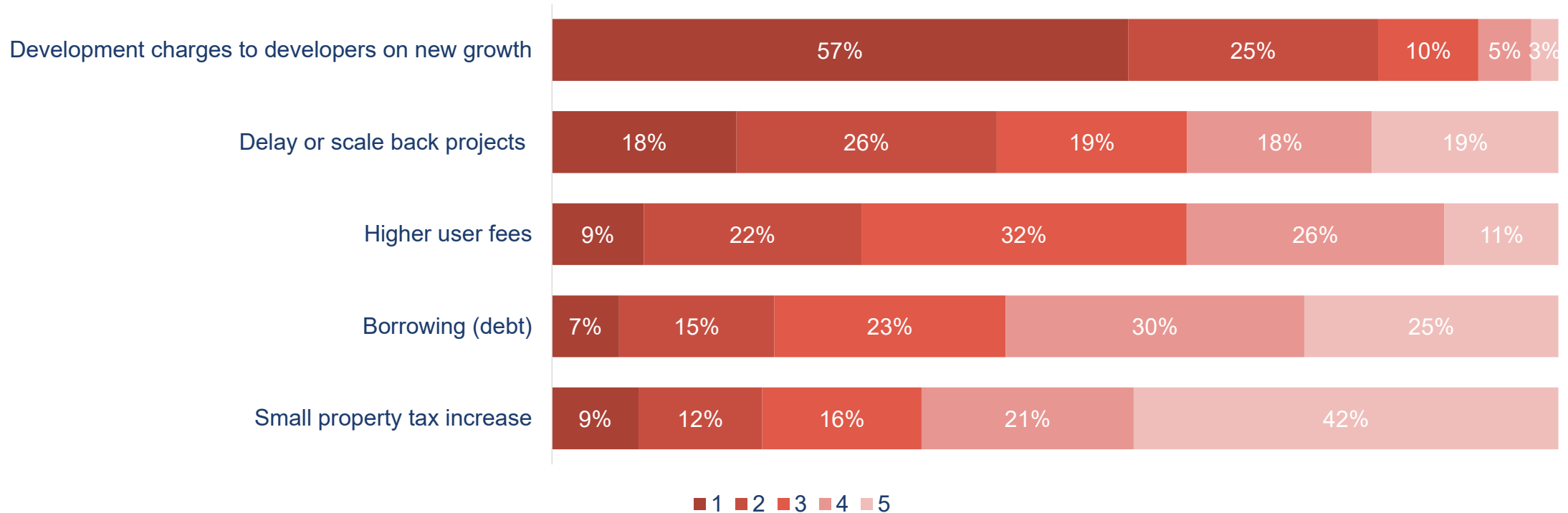


Q37: Can you share why you [SUPPORT/OPPOSE] the Capital Works Program? Total (Those who offered a response to the follow-up question=296)

# Preferred funding mechanisms

When asked to rank preferred funding mechanisms for capital projects, development charges on new growth emerged as the top choice, with over half (57%) ranking it first. Reflecting concerns raised by those opposed to the Capital Works Program, the second-most frequently top-ranked option was to delay or scale back projects if additional or unidentified funding is needed.

## The rank assigned to each option if additional or unidentified funding is needed

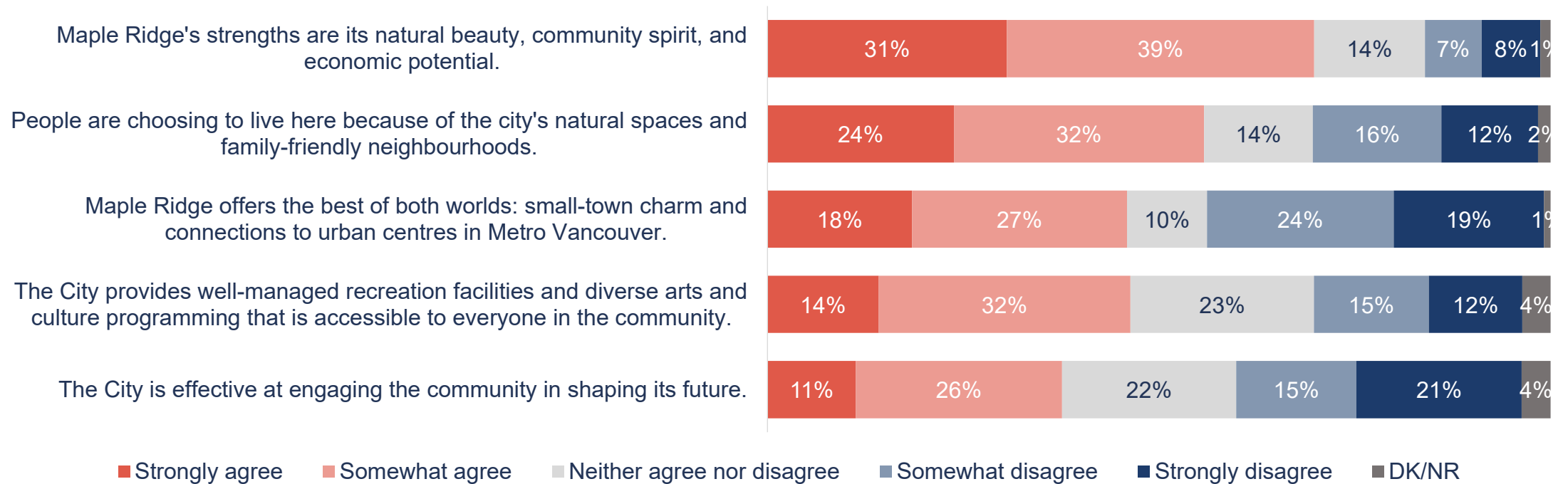


Q38: The City funds capital projects from various sources (general revenue, utilities, development charges, reserves). If additional funding is needed, which of the following would you most support? Please rank them in the order from your most preferred option (1) to your least preferred option (5). Total (n=711)

# Attitudinal statements

# Agree/disagree statements (i)

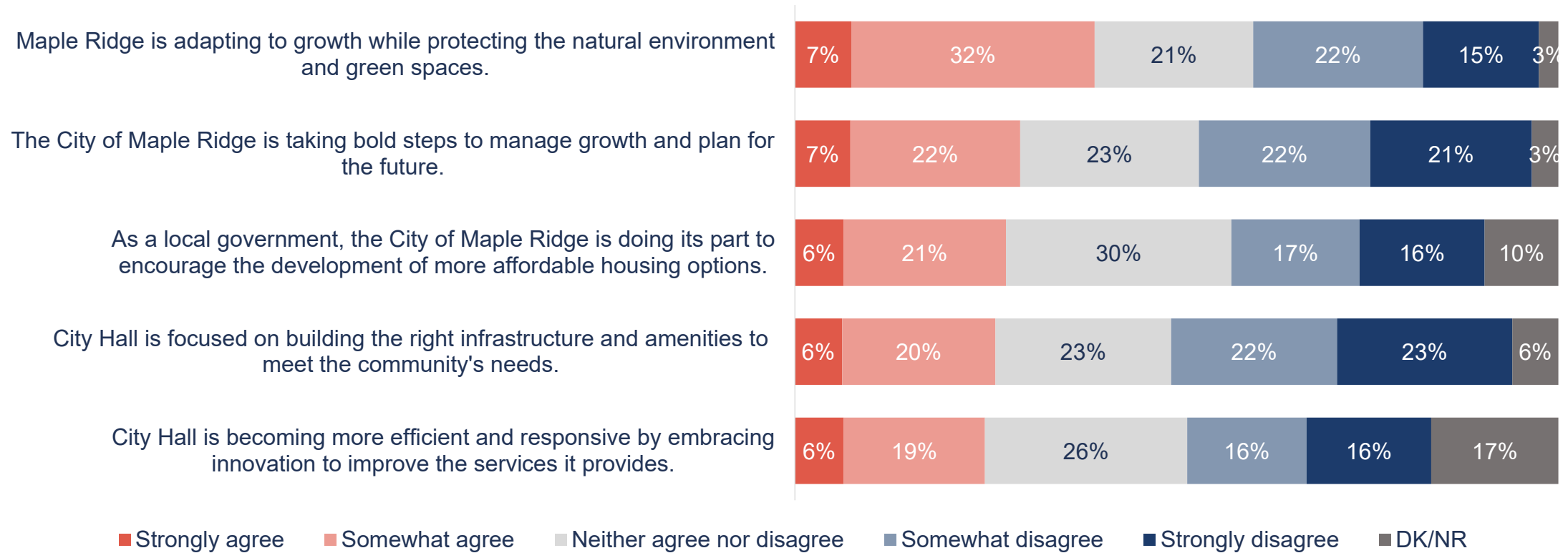
When presented with several messages about Maple Ridge, respondents agree that it is a nice place to live but they do not necessarily attribute this to the work of the municipality. A majority (70%) agree that Maple Ridge has natural beauty, community spirit, and economic potential, and over half agree that the City is an attractive place to live because of natural spaces and family-friendly neighbourhoods. More agree than disagree with statements about Maple Ridge's combination of small-town charm and regional connections. There is less support for the idea that the City is taking the right actions or being bold in managing growth, which is consistent with findings about a lack of familiarity with the Capital Works Program.



Q40: Please indicate how much you agree or disagree with each of the following statements about the City of Maple Ridge. Total (n=711)

# Agree/disagree statements (ii)

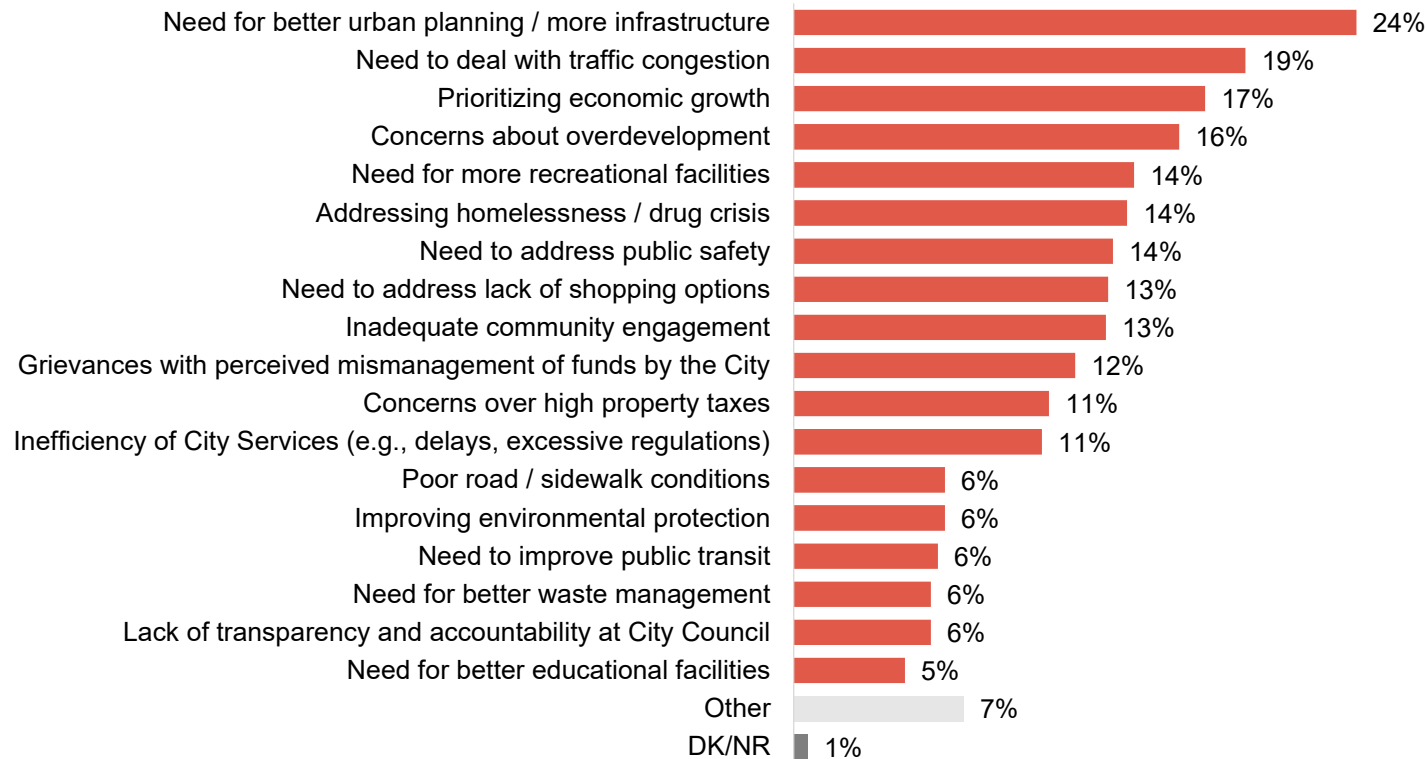
The statements where more respondents disagree than agree are on the City taking bold steps to manage growth (29% agree versus 43% disagree), the development of affordable housing (27% agree versus 33% who disagree), the City meeting infrastructure needs (26% agree versus 45% agree), and the City becoming more efficient by embracing innovation (25% agree versus 32% disagree).



Q40: Please indicate how much you agree or disagree with each of the following statements about the City of Maple Ridge. Total (n=711)

# Final comments from respondents

Respondents were offered a final open-ended question to share any additional thoughts with the City. The coded responses below provide an overview of the themes raised.



Q55: 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. Total (Those who offered a response, n=362)

# Open-ended responses

# Open-ended responses

Below is a snapshot of verbatim responses to open-ended questions throughout the survey. Themes reflect recurring topics raised across thousands of open-ended comments. Individual perspectives vary, but these issues consistently emerged as priorities for residents.

## Deep pride in Maple Ridge's natural beauty and setting

"Maple Ridge is a beautiful city with a lot of natural beauty around. Please protect our parks and wildlife habitat."

"We love Maple Ridge and its small-town feel nestled in the mountains."

"This city has incredible potential to become one of the most naturally beautiful cities in the world if developed correctly."

## Appreciation for community events, amenities, and activations

"The block parties were a brilliant idea, kudos to whoever came up with it."

"I love the events that are happening on 224."

"Thank you for putting money into Maple Ridge Park and continued upgrades. It's nice to actually see our tax dollars at work."

## Trust, transparency, and engagement

"I want to know how public input is actually being used. It's not always clear how feedback influences decisions."

"There are good things happening, but communication around priorities and timing needs to be clearer."

# Open-ended responses

Below is a snapshot of verbatim responses to open-ended questions throughout the survey. Themes reflect recurring topics raised across thousands of open-ended comments. Individual perspectives vary, but these issues consistently emerged as priorities for residents.

## Growth outpacing infrastructure

“We continue to build homes in crowded areas with no plan for infrastructure. The roads are crowded, the schools are crowded, and we do not have plans for the future.”

“Stop approving new housing unless you plan on improving schools, roads, and public transit. Housing without supporting infrastructure leads to frustration.”

## Traffic and mobility as pain points

“Traffic is heavy at any time of day and a nightmare at rush hour. There are only a few ways out of the city and if there’s an accident it takes hours.”

“My five-minute commute has turned into over an hour. Investing in ways to get in and out of the city needs to be a priority.”

## Desire for a stronger local economy and tax balance

“We need more businesses so we don’t have to leave Maple Ridge to shop or work. Property taxes are too high for a city with such a limited commercial tax base.”

“Bring jobs. Fix traffic.”

# Open-ended responses

Below is a snapshot of verbatim responses to open-ended questions throughout the survey. Themes reflect recurring topics raised across thousands of open-ended comments. Individual perspectives vary, but these issues consistently emerged as priorities for residents.

## Safety and drug-use

“More needs to be done to address homelessness and drug use, particularly downtown. It often feels unsafe to walk around by yourself.”

“The downtown core feels like it’s going downhill. Businesses and residents are struggling with safety and cleanliness concerns.”

## Services and amenities not keeping pace

“Swimming lessons are impossible to get and our recreation facilities don’t support the size of the population anymore.”

“We have grown dramatically, but amenities like pools, arenas, and community programs have not kept up.”

## Preserving character and natural assets

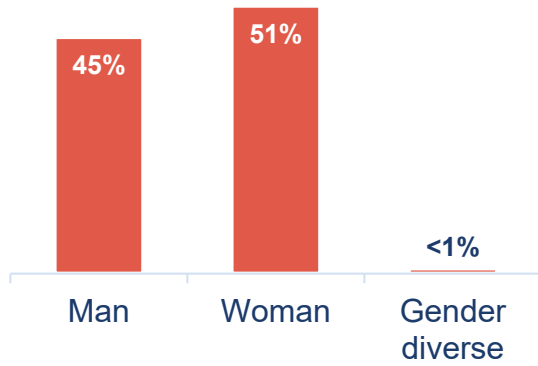
“We are losing the small-town feel that made Maple Ridge special. Development needs to respect our natural beauty and community character.”

“Please protect our parks, trails, and green spaces. That’s why people choose to live here.”

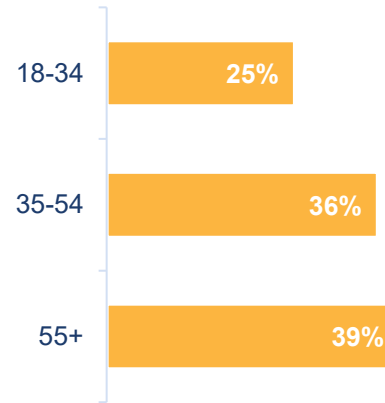
# Demographics

# Respondent profile (i)

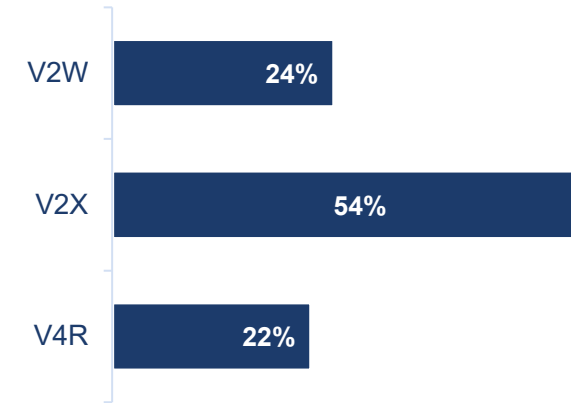
Gender



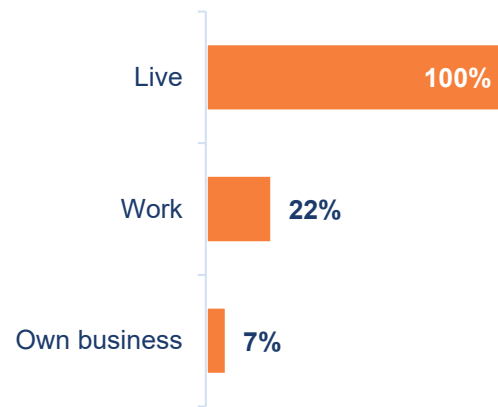
Age



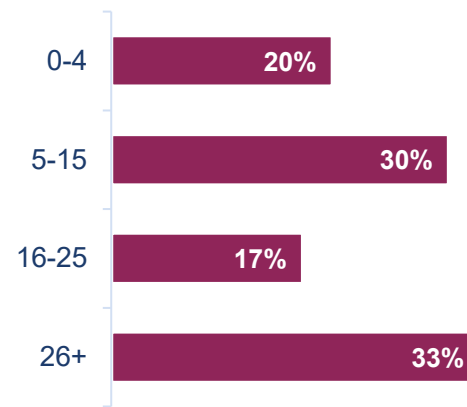
Postal Code



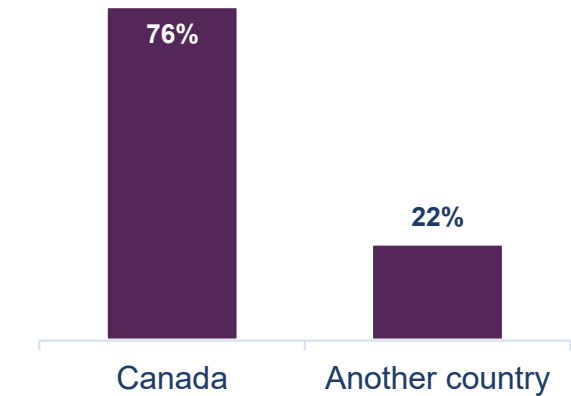
Connection to Maple Ridge



Years lived in Maple Ridge

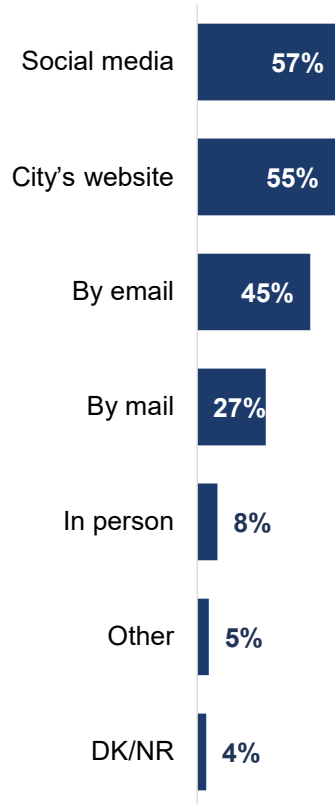


Place of birth

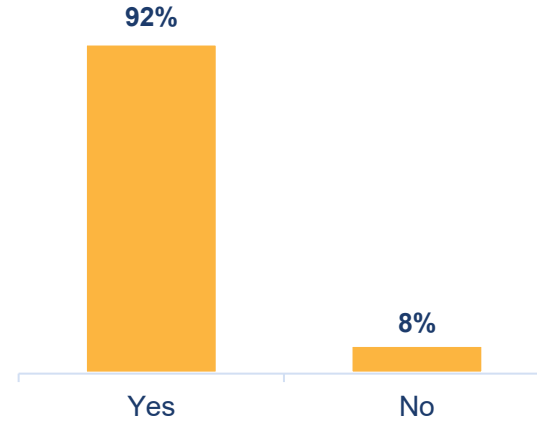


# Respondent profile (ii)

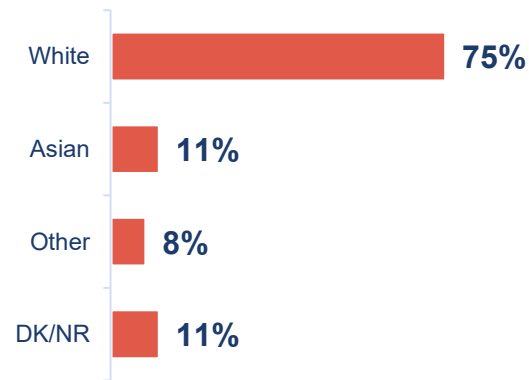
### Communication preferences



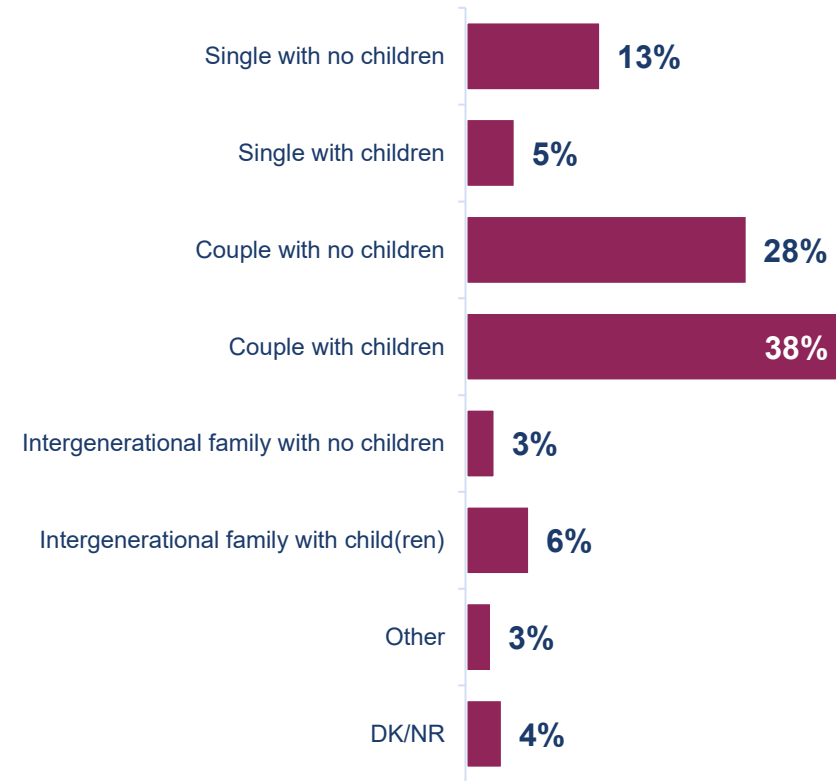
### Pays property taxes



### Identify as

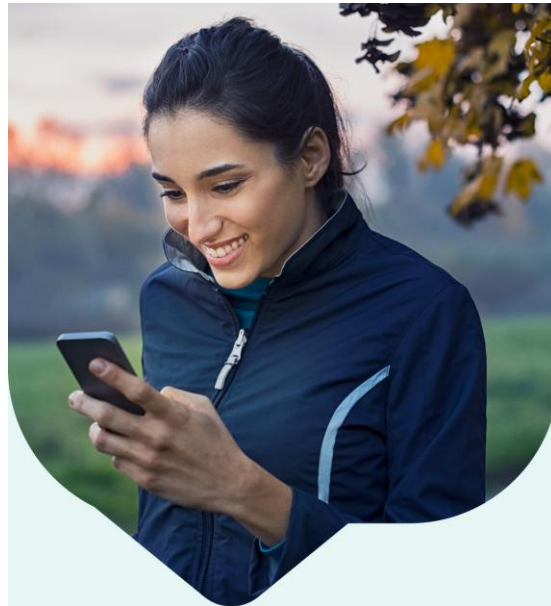


### Living situation



# Appendix

# Recruitment ads used in the digital and marketing campaigns

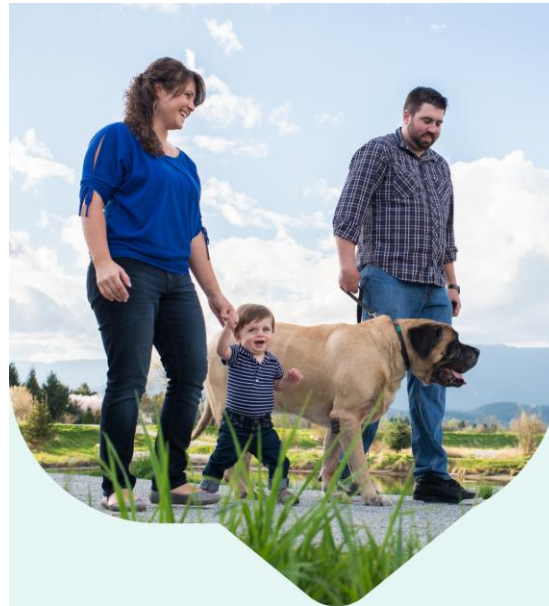


**Maple Ridge Residents, Your Voice Matters!**

 **ANSWER SURVEY**



[Engage.MapleRidge.ca/2025CommunitySurvey](https://Engage.MapleRidge.ca/2025CommunitySurvey)



**What Matters Most To You In Maple Ridge?**

 **ANSWER SURVEY**



[Engage.MapleRidge.ca/2025CommunitySurvey](https://Engage.MapleRidge.ca/2025CommunitySurvey)

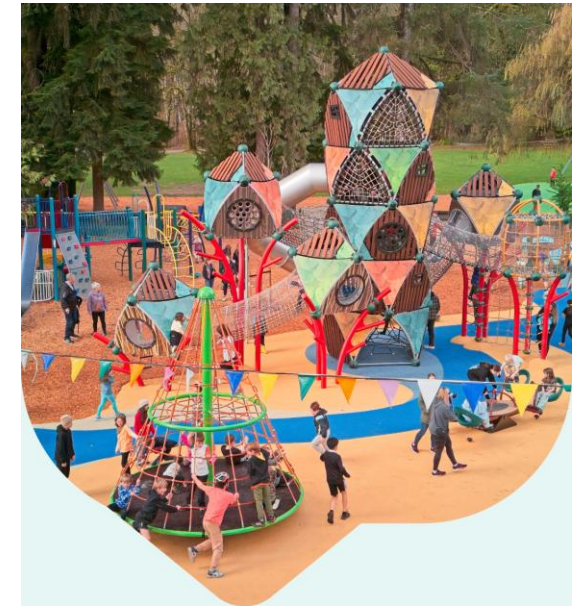


**What Makes Maple Ridge A Great Place To Live?**

 **ANSWER SURVEY**



[Engage.MapleRidge.ca/2025CommunitySurvey](https://Engage.MapleRidge.ca/2025CommunitySurvey)



**What Makes Maple Ridge A Great Place To Live?**

 **ANSWER SURVEY**



[Engage.MapleRidge.ca/2025CommunitySurvey](https://Engage.MapleRidge.ca/2025CommunitySurvey)

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