

2024 Citizen Survey Results

Recommendation:

THAT Council receive the 2024 Citizen Survey Results for information.

Report purpose and Summary Statement:	The purpose of this report is to provide Council with an overview of findings from a statistically representative survey of the community. The survey captures public sentiment pertaining to municipal services.
Previous Council Action:	Council received the 2022 Citizen Survey results in January 2023, at the beginning of the current Council term.
Financial Impact:	There is no direct financial impact as a result of the report. However, finding from the report will inform the next budget cycle.
Funding Source:	No funding sources are impacted by the contents of this report.
Strategic Alignment:	Governance & Corporate Excellence
Climate Impact:	There are no climate impacts associated with this report.
Communications:	Results of the 2024 Citizen Survey will be published on the City website for public access. Key data will also inform the 2024 Annual Report.
Applicable Legislation/ Bylaw/Policy:	There are no legislative impacts associated with this report.

To: Mayor and Council

File Number: [14-6430-04]

2024 Citizen Survey Results

BACKGROUND:

The City of Maple Ridge collects feedback from the public through many mediums. The Citizen Survey provides a statistically representative snapshot of the community. Results of the survey inform the delivery and funding of current services while also providing an understanding of citizens' quality of life. However, with strategic work underway aimed at aligning service levels with business planning priorities, future iterations of the Citizen Survey may result in changes to questions so as to inform the business planning process more comprehensively.

In 2024, the survey was made available to a random sample of 4,200 households from June 1 to June 17. Over that period, 805 participants completed the survey online or by telephone.

Attachment A – 2024 Citizen Survey provides a complete overview of survey results with reference to emerging trends and detailed analysis, including comparisons to previous surveys.

ANALYSIS:

Discussion:

Quality of Life

The 2024 Maple Ridge Citizen Survey shows that a majority of residents (71%) remain satisfied with the quality of life in the city. While there has been a gradual decrease in satisfaction since 2020, Maple Ridge continues to be a highly livable city, particularly for newer residents, 88% of whom report being content with their experience. Couples without children also report high satisfaction levels, further emphasizing Maple Ridge's appeal to various demographics.

Municipal Services

Ratings of municipal services in Maple Ridge have stabilized in 2024, with 44% of residents giving positive feedback, a slight improvement compared to previous years. The proportion of residents rating services as poor has decreased, which highlights the City's efforts to maintain high standards in service delivery. Young residents, in particular, are increasingly satisfied with the quality of services they receive. While challenges like garbage collection remain, the overall outlook for city services remains positive and steady.

Residents continue to place high importance on essential services, including emergency response, infrastructure maintenance, and environmental protection. Emergency services such as fire protection and police are especially appreciated, with satisfaction rates consistently high. Maple Ridge's streets and utilities are also seen as vital to the community's well-being. There is a strong desire to see more economic development, with residents expressing a desire to attract new businesses and enhance shopping and dining options.

Generally, residents desire maintaining service levels across all areas. The exception being a desired increase in economic development activities to attract new business.

City Communications

Maple Ridge residents utilize a variety of communication channels to stay informed and engaged. The city's website and email remain the most popular methods for requesting information and receiving updates, with a growing appreciation for telephone communication, especially among older adults. Younger residents are more inclined to use social media to engage with city news, ensuring that all age groups have preferred ways to stay informed. This diverse approach to communication strengthens the bond between the city and its residents, ensuring everyone has access to important information and updates.

CONCLUSION:

Results from the 2024 Citizen Survey inform the development of the 2025-2029 business planning process.

Prepared by: Dan Olivieri, Manager of
Corporate Planning & Consultation

Attachments: (A) 2024 Maple Ridge Citizen Survey

Report Approval Details

Document Title:	2024 Citizen Survey Results.docx
Attachments:	- 2024 Maple Ridge Citizen Survey Final Report.pdf
Final Approval Date:	Sep 17, 2024

This report and all of its attachments were approved and signed as outlined below:

Zvi Lifshiz, Director Strategic Development, Communications & Public Engagement

Scott Hartman, Chief Administrative Officer