



**2026 Business Planning
Departmental Presentations**

**Communications, Intergovernmental Relations &
Indigenous Relations**

PRESENTED BY:

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Overview

- Keep citizens informed and engaged
- Amplify and promote Maple's Ridge's story and brand
- Strengthen relationships and partnerships with key interest holders
- Advocate to senior governments on funding opportunities and policy issues
- Engage and collaborate with First Nations
- Identify and communicate around emerging issues and trends
- Support emergency readiness and response; manage crisis communications

Staff Complement

- Director of External Relations joined the City in September 2025 to bring increased capacity in strategic communications and leadership in public affairs
- Maintained a strong Communications team of 8 led by Senior Manager and Manager of Communications & Engagement
- Communications Specialist dedicated to RCMP, working in coordination with City Comms

The External Affairs, Communications and Public Engagement Team works closely with the Manager of Intergovernmental Relations and the Manager, Strategic Policy & Programs

- A current focus is on evolution and extension of Indigenous Relations agreements, policies and protocols



Achievements

Citizen Engagement

- 1.28M Web visits (30% YOY increase)
- ~16M social media content impressions
- 26% YOY avg. Social follower increase
- 990 subscriptions to Engage site (up from 366 in 2024)

Brand

- IABC Silver Leaf Award for Brand Strategy
- 50+ branded signs, fleet wraps and other visual assets
- Enhanced branding & storytelling for events (e.g. ONOW)

IGR

- Meetings with provincial officials on transportation, industrial lands, public safety, housing
- Regional advocacy on BRT and Golden Ears Way expansion, Industrial Lands
- UBCM Convention & LMLGA Conference

Indigenous Relations

- Signed Capacity and Guardian agreements with Katzie First Nation
- Indigenous engagement tracker
- Enhanced process for project referrals
- Indigenous Tourism Workshop
- First Nations Steering Group established

Policy & Process

- Community Engagement Framework and updated Corporate Communications & Engagement Policy approved by Council
- BC Hydro Alouette Water Use License Renewal

Continuous Improvements

Narrative

- Key learnings from 2025 Community Survey influencing public information sharing
- New narrative focused on how City is delivering what matters most to residents

Efficiency

- Department communication plans
- Continued process improvements and self-serve templates to manage increased volume of comms/design needs
- Ongoing enhancements to Business Partner Model

Integration

- Alignment of public, government and Indigenous engagement strategies and messaging
- Development of relationship management tools/tracking

Reputation

- Thought leadership to showcase innovation, share best practices and pursue advocacy opportunities
- Issues management ID and tracking

Key Challenges

- Ongoing changes in media landscape
- Evolving trends in digital communication platforms
- Geopolitical and other trends influencing citizen trust in governments
- Complexity of issues management and crisis communications response
- Reaching diverse audiences
- Shifts in provincial policies related to Indigenous engagement
- Limited availability of senior government funding for infrastructure
- Provincial policies that reduce local government authority on land use decisions and related citizen engagement



2025 Community Survey

Purpose

Obtain feedback from the community to inform strategic planning and provide insight into resident priorities as part of the City's 2026 annual budget process

Methodology

Online survey with 711 residents and business owners
Responses were recruited and the survey was promoted through a variety of methods from October 17 to November 24



Key findings

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

Community pride remains strong in Maple Ridge. Residents care deeply about the community, appreciate our **quality of life**, and want to see thoughtful, long-term planning as the city continues to grow

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

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



Top issues

When asked to identify the most pressing issues facing Maple Ridge today, residents most frequently cited:

- infrastructure investment (59%)
- traffic congestion (45%)
- taxes (35%)
- 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



Resident satisfaction

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

