



Report to Council

From the Office of Councillor Hunter Madsen

Date: March 8, 2021

Subject: **Tax Bill Questionnaire to Gather Public Input on Key Community Issues for the Next Official Community Plan Update**

Purpose

To propose the addition to the City's 2021 tax bill mailing and website of a short questionnaire to gather directional guidance from a large number of residents on several leading community development issues that pertain to the pending update of Port Moody's Official Community Plan.

Recommendation

THAT staff be directed to distribute the Tax Bill Questionnaire with the City's 2021 tax bill mailing as recommended in the report dated March 8, 2021 from Councillor Hunter Madsen regarding Tax Bill Questionnaire to Gather Public Input for Official Community Plan Update;

AND THAT staff be directed to conduct the survey outlined on the Tax Bill Questionnaire on the City website;

AND THAT staff report back on results of the survey.

Background

Pursuant to Council's Strategic Plan 2018-2022, Council and staff are currently gathering community input regarding a range of possible updates to specific areas of the City of Port Moody's Official Community Plan of 2014, including various neighbourhood plans. Part of this review entails a broad conversation with Port Moody residents regarding their interests and concerns regarding possible future land-use and redevelopment initiatives across the city. The proposed questionnaire in this report would further this community research.

Discussion

In the 2016 Citizen Satisfaction Survey, our Port Moody residents ranked Growth and Development Issues among their two topmost quality-of-life concerns, alongside growing Traffic Congestion in Port Moody. Through the proposed distribution of a print questionnaire and online survey interface, our Council and staff have an exceptional opportunity to deepen and update our insights into community interests, concerns, and policy preferences in this arena, by

gathering feedback on some of the City's most pressing and high-profile development policy issues from an exceptionally wide, comprehensive, and fully representative share of Port Moody taxpayers and residents.

The proposed questionnaire is a simple and direct survey instrument, currently comprised of 13 questions whose limited-choice formats have been designed to let residents provide clear and relatively nuanced feedback on their policy preferences.

Key visuals, balanced language, succinct introductions, and the use of plain-sense phrasing of response choices here are all designed to let people express what they may think about the questions posed here without resorting to open-format responses (which are difficult to categorize, amalgamate into trends, and learn from).

The topics in this questionnaire gauge community views and preferences regarding the following topics:

- Preferred pace of city population growth between now and 2041
- Priorities for redeveloping the city's downtown areas
- Preferred building heights in the city centre
- Support for Moody Centre TOD neighbourhood vision, suggested changes
- Support for Flavelle/Oceanfront District neighbourhood vision, suggested changes
- Support for Murray St./Clarke St. corridor vision as possible arts & entertainment district
- Support for increased density and built forms in city's westside neighbourhoods
- Support for increased road access and/or public transit (3rd Skytrain station) on west side
- Preferred ways to address impact on Rocky Point Park of proposed increase in dense residential development downtown
- Preferred ways to address the mounting city financial requirements for capital projects that expand civic services and facilities in line with increasing population
- Tolerance for increased traffic congestion arising from proposed downtown densification

Note that the questionnaire's proposed graphics are preliminary placeholders: we would expect staff to refine those as it reviews and finalizes the other questionnaire components.

Other Options

1. THAT the report dated March 8, 2021 from the office of Councillor Hunter Madsen regarding Tax Bill Questionnaire to Gather Public Input on Key Community Issues for the Next Official Community Plan Updated be received for information.
2. That the report be referred for discussion at any upcoming meeting of Council.

Financial Implications

Not determined, but may include some incremental design, printing and mailing charges, as well as some website implementation charges, plus any required outside statistical assessment and reporting that may be required to prepare results.

Communications and Civic Engagement Initiatives

Should there be communications and civic engagement initiatives associated with this report, this will be determined by staff.

Council Strategic Plan Objectives

These recommendations advance all five major priorities in Council's approved strategic plan, 2018-2022, including:

- 1) Exceptional Service: Provide the public with transparent and open government, and opportunities to provide input on City issues.
- 2) Environmental Leadership: Expand and make the most of our parks and green spaces and design them to create positive and diverse experiences throughout the community.
- 3) Healthy City: Create a safe, friendly, and inclusive community that encourages healthy active living for people of all ages and abilities... Plan for a variety of housing types to meet community needs.
- 4) Economic Prosperity: Foster an environment where businesses can thrive and good local jobs abound, and insure Port Moody's economy and the City's financial position are sustainable.
- 5) Community Evolution: Plan and develop, for future generations, a vibrant, connected, and livable city, with distinctive places and spaces, where growth is managed in strategic balance with quality of life.

Attachment

1. Tax Bill Questionnaire