

# FINANCIAL PLANNING

# Value for Taxes and Balancing Taxation/Service Delivery Levels

**Perceptions of the City's value for taxes have slipped this year.** Overall, 83% of citizens say they receive good value for their municipal tax dollars (14% 'very good value', 70% 'fairly good value'). Overall perceptions (combined 'very/fairly good value' responses) are down 6 points from 2018, and the intensity of ratings (e.g., 'very good value') is down 12 points. While overall perceptions remain on par with the municipal norm, the percentage saying they receive 'very good value' for their municipal taxes in Port Moody is lower than average.

- Overall perceptions of the City's value for taxes are higher among those who are 18-54 years of age (86% vs. 75% of 55-64 years, 81% of 65+ years).

**Recreation and traffic top citizens' list of service improvements.** When asked on an open-ended basis which City programs and services they would most like to see improved, the two most frequent responses are "recreation" (14%) and "traffic congestion" (13%), consistent with 2018. Other mentions include "planning/land use/City growth management" (9%, up 6 points), "arts and culture (heritage, music, etc.)" (9%, up 5 points), and "parks/greenspace/trails" (8%, no change). Nearly one-quarter (24%) are unable to identify any specific City programs or services in need of improvement (includes 21% saying "none/nothing" and 3% saying "don't know").

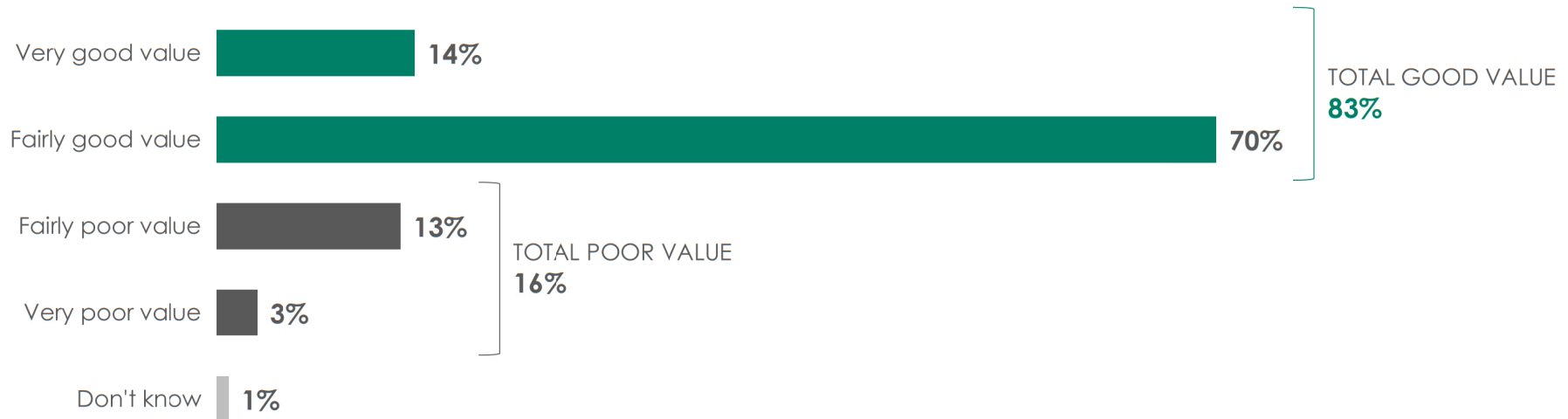
**Citizens continue to prefer tax increases over service cuts.** When given the choice between increased taxes or reduced services, 52% of citizens opt for tax increases while 38% say they would prefer service cuts. Specifically, 17% say 'increase taxes to enhance or expand services' and 35% say 'increase taxes to maintain services at current levels' compared to 29% saying 'cut services to maintain current tax level' and 10% saying 'cut services to reduce taxes'. The preference for tax increases over service cuts is consistent with 2018; however, with slightly fewer saying increase taxes and slightly more saying cut services, the gap separating the two options has narrowed this year. It is also less than the municipal norm.

- Men are more likely than women to opt for a reduction in services (46% vs. 30%).

**Most citizens do not have any suggestions for non-taxation revenue generating ideas. Of the suggestions that are provided, paid parking and reduced spending top the list.** Overall, 57% of citizens are unable to offer any specific suggestions for non-taxation revenue generating ideas that they would like City Council to consider (includes 51% "none/nothing" and 6% "don't know"). Of the open-ended suggestions that are provided, the two most frequently mentioned responses are "more parking meters/paid parking" (6%, on par with 2018) and "reduce spending (includes reduce staff/salaries)" (6%, up 3 points).

# Value for Taxes

## VALUE OF TAX DOLLARS FOR CITY PROGRAMS AND SERVICES



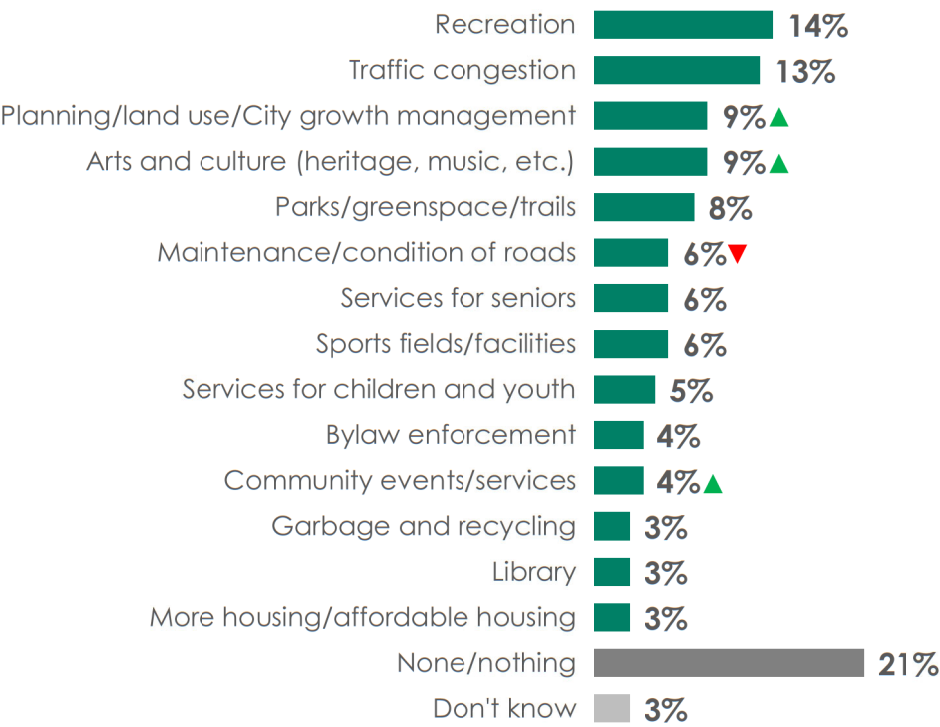
	2012 (n=401)	2014 (n=400)	2016 (n=400)	2018 (n=400)	2022 (n=400)	Norm
TOTAL GOOD VALUE	87%	90%	89%	89%	83% ▼	85%
Very good value	26%	30%	25%	26%	14% ▼	22%

Base: All respondents (n=400)

Q8. Thinking about all the programs and services you receive from the City of Port Moody, would you say that overall you get good value or poor value for your tax dollars? Is that very or fairly good/poor value?

# Suggested Program and Service Improvements

## SUGGESTED IMPROVEMENTS (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



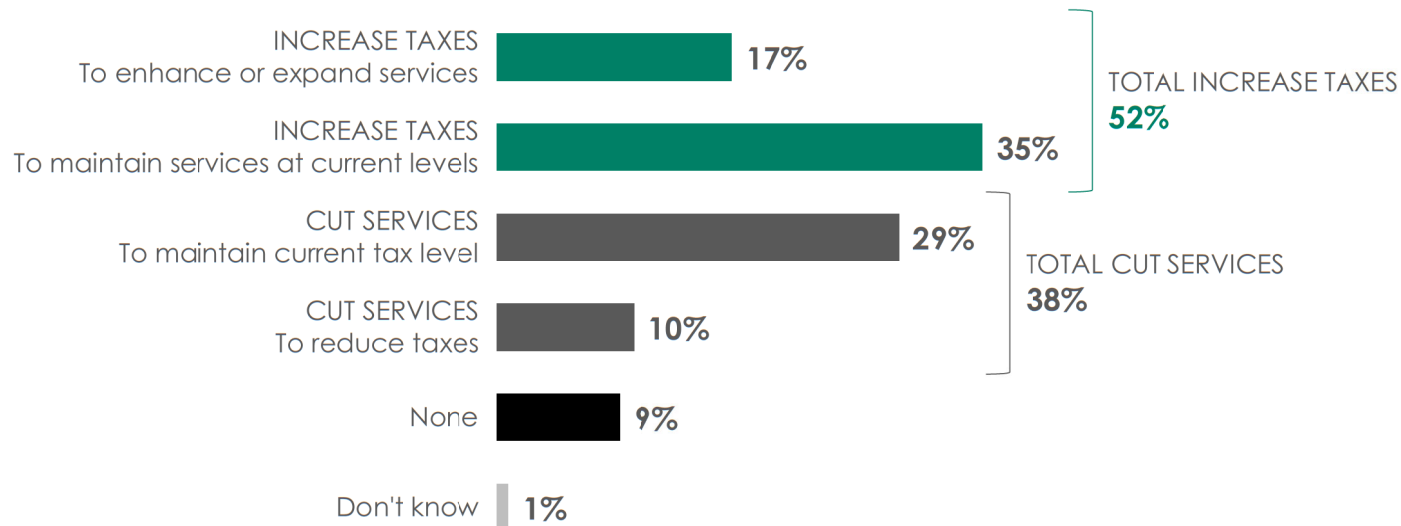
2018 TOP MENTIONS (n=400)	
Recreation	13%
Traffic congestion	12%
Maintenance/condition of roads	10%

Note: Mentions <3% not shown.  
Base: All respondents (n=400)  
Q8b. What, if any, City programs and services would you most like to see improved? Anything else?



# Balancing Taxation and Service Delivery Levels

## INCREASE TAXES VS. CUT SERVICES



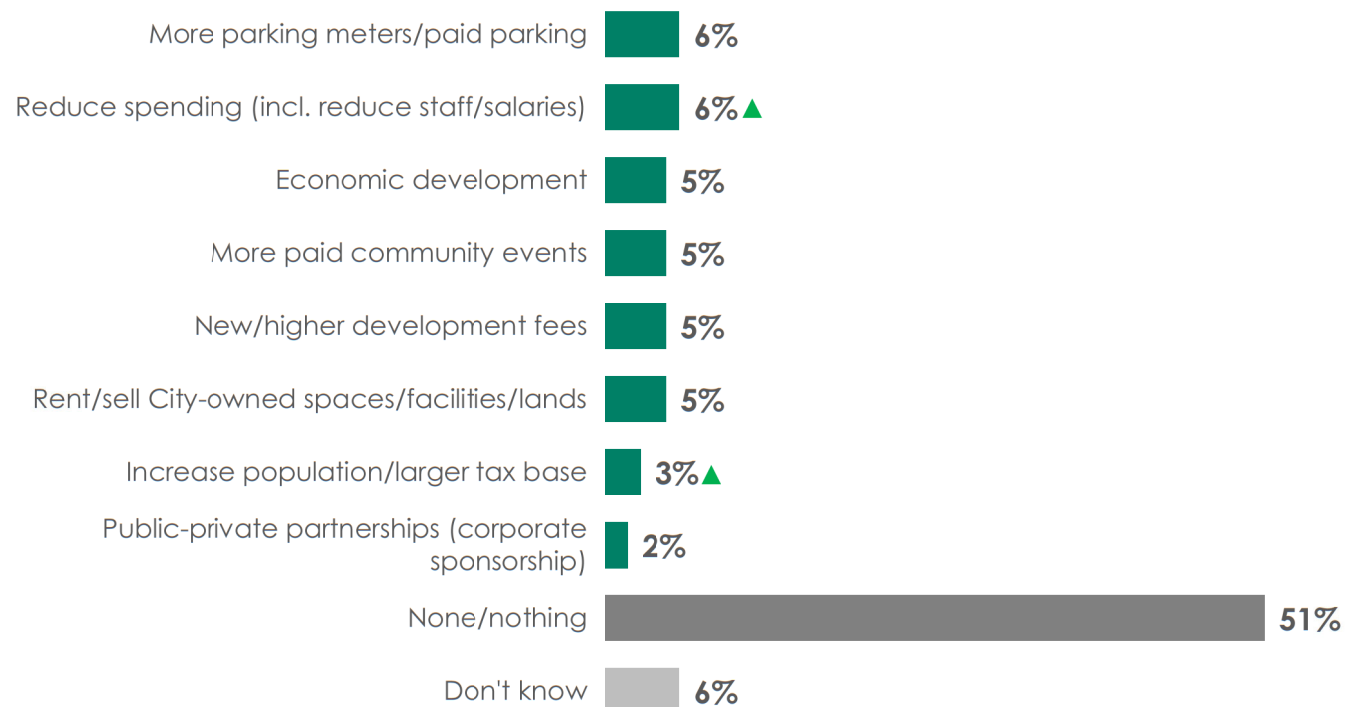
	2012 (n=401)	2014 (n=400)	2016 (n=400)	2018 (n=400)	2022 (n=400)	Norm
TOTAL INCREASE TAXES	55%	51%	55%	55%	52%	57%
TOTAL CUT SERVICES	37%	38%	33%	35%	38%	32%

Base: All respondents (n=400)

Q9. Municipal property taxes are the primary way to pay for services provided by the City of Port Moody. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Port Moody to pursue?

# Suggested Non-Taxation Revenue Generating Ideas

## SUGGESTIONS (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



2018 TOP MENTIONS (n=400)	
More parking meters/paid parking	6%
More paid community events	5%
Raise/add user fees	4%
New/higher development fees	4%

Note: Mentions <2% not shown.

Base: All respondents (n=400)

Q10. What suggestions, if any, do you have for non-taxation revenue generating ideas that you would like City Council to consider? Anything else?

# Debt Financing

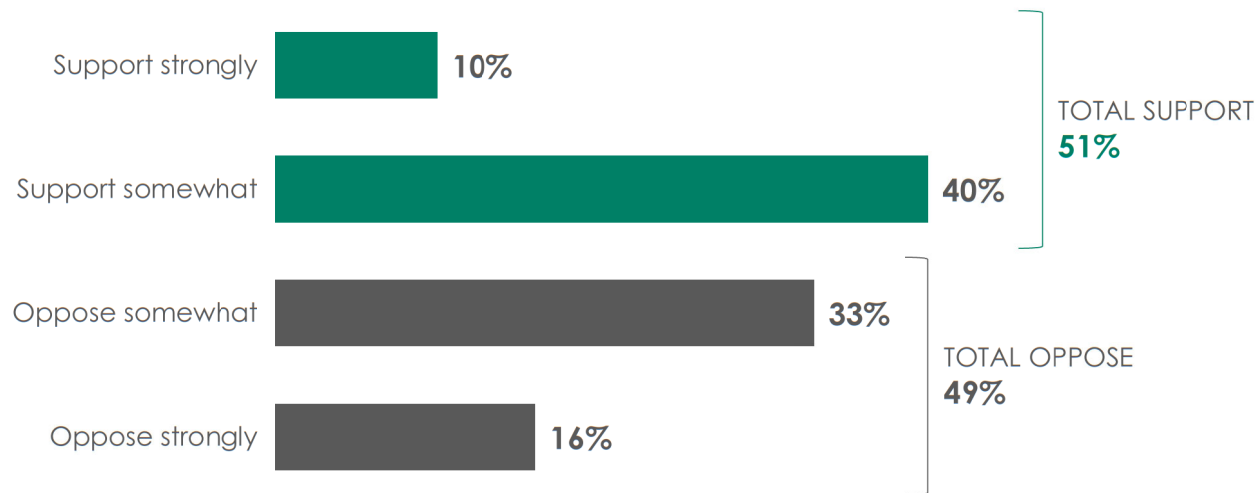
**Citizens remain split on the idea of debt financing.** Overall, 51% of citizens say they would support the City going into debt to help finance new amenities while 49% are opposed. This year's results are consistent with 2018.

- Support for debt financing is higher among men than women (59% vs. 43%).

**A variety of factors are behind opposition to debt financing.** Among those saying they oppose the City going into debt to help finance new amenities, the two most frequently mentioned open-ended reasons are “do not need new amenities/fine as is” (20%) and “should have the money in advance/prior to spending” (16%). Other reasons include “not fiscally/financially responsible” (9%), “concerned about tax impact” (8%), and “should be paid for by developers/private industry” (8%). Mentions of “should have the money in advance/prior to spending” are down 28 points this year.

# Support for Debt Financing

## SUPPORT FOR CITY GOING INTO DEBT TO HELP FINANCE NEW AMENITIES



	2016+ (n=400)	2018+ (n=400)	2022 (n=400)
TOTAL SUPPORT	48%	50%	51%
TOTAL OPPOSE	51%	48%	49%

+ Slightly different question wording in 2018 and 2016.

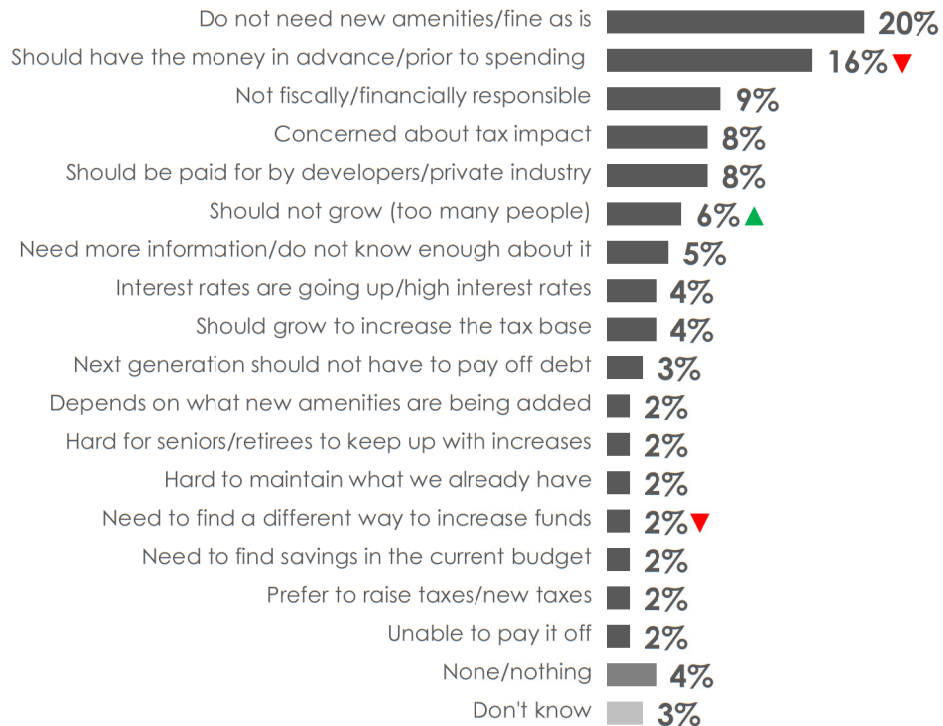
Base: All respondents (n=400)

Q11. Port Moody's population is expected to grow over the next few years and the community will require new amenities to keep pace with this growth. The City has limited ability to fund new amenities using existing finances. Generally speaking, do you support or oppose the City going into debt to help finance new amenities? For example, a new library or soccer fields. Is that strongly or somewhat support/oppose?



# Reasons Opposed to Debt Financing

## OPPOSED TO CITY DEBT FOR NEW AMENITIES (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



2018 TOP MENTIONS (n=202)	
Should have the money in advance/prior to spending	44%
Do not need new amenities/fine as is	27%
Concerned about tax impact	12%

Note: Mentions <2% not shown.  
 Base: Those saying they oppose the City going into debt to help finance new amenities (n=213)  
 Q12a. Why do you oppose the City going into debt to help finance new amenities? Any other reasons?