



City of Port Moody

Report/Recommendation to Council

Date: December 14, 2020
Submitted by: Community Development Department – Policy Planning Division
Subject: Costs Related to Property Tax Mail Out Survey for the Official Community Plan Update

Purpose

To present costs associated with including a paper survey for the Official Community Plan Update with the 2021 property tax mail out.

Recommended Resolution(s)

THAT a budget of up to \$15,000 be approved to cover the costs of including a paper survey for the Official Community Plan Update with the 2021 property tax mail out as recommended in the report dated December 14, 2020 from the Community Development Department – Policy Planning Division regarding Costs Related to Property Tax Mail Out Survey for the Official Community Plan Update;

AND THAT the budget of up to \$15,000 be referred to the Finance Committee for identification of a funding source.

Background

The OCP Update Community Engagement Strategy was brought to Council on October 20, 2020 and the following resolutions were passed:

CW20/099

THAT the Official Community Plan Update – Communications and Engagement Strategy be endorsed as recommended in the report dated September 17, 2020 from the Community Development Department – Policy Planning Division regarding Official Community Plan Update – Communications and Engagement Strategy;

AND THAT verified and statistically projectable surveys be conducted, and physical survey cards be distributed with tax notices as part of the Official Community Plan Update – Communications and Engagement Strategy.

This report addresses the direction related to including a survey with the tax notices and the associated costs.

Discussion

Format

Staff discussed the potential for using a card format for the survey. It was determined that a card does not provide sufficient space for the number of anticipated survey questions, nor enough space for open-ended responses. Furthermore, there is no cost savings with a card format when compared to one letter-sized sheet of paper as the weight is comparable and a postage paid envelope is still required. Given that the timing of the property tax mail out coincides with the discussion of potential land use scenarios, the OCP survey insert will likely require two to three pages.

Timing and Costs

Property tax notices are delivered between May 17 and 21 to approximately 12,000 owner households. A breakdown of the required components and related costs is outlined below:

Costs are related to the following components:

- Paper for survey insert;
- Return envelope;
- Printing, folding, stuffing costs;
- Additional postage costs related to extra weight added to the property tax mailing;
- Cost of postage for return postage paid envelopes used; and
- Staff time to input returned paper surveys.

As the paper survey will include multiple pages, there will be additional paper, printing, folding, and stuffing costs. The weight associated with the additional pages will also increase the initial mailing costs by \$0.38 per envelope (or \$4,560). There is also an increased likelihood of the postage paid envelopes being used for the return of the Home Owner Grant and property tax payments. On a typical year, the City receives 5,000 property tax related mailings – this amounts to \$4,600 in potential postage costs from the use of the postage paid envelope. Property taxes cannot be paid on-line and are subject to additional charges if paid by credit card which encourages the payment by mail.

Once received, staff must enter all returned surveys manually through the on-line engagement platform which involves additional staffing costs. This will vary depending on the number of paper surveys received. The estimate below is based on receiving 500 completed paper surveys.

Summary of Costs:

Cost components	Cost Estimate
Paper, envelope, printing, folding, stuffing (\$2,115.44 is based on a one page survey insert)	\$2,115.44 (plus additional paper, printing, folding costs for multiple pages)
Additional postage costs for extra weight added to property tax mailing (\$0.38 X 12,000)	\$4,560
Use of postage paid envelopes according to typical returns	\$4,600
Staff time to input surveys (based on 500 surveys)	\$3,000
TOTAL	\$14,275.44 (plus additional paper, printing, folding costs for multiple pages)

Other Option(s)

No other options are being presented. If the budget is not approved, no funds will be available for distributing physical survey cards with tax notices per Council direction.

Financial Implications

The costs associated with including a paper survey with the property tax mail out are estimated to be in the range of \$15,000. These costs were not anticipated as part of the original budget scope for the OCP update project, which is now fully allocated. As such, a new funding source is required to cover the costs associated with this additional survey.

Communications and Civic Engagement Initiatives

The survey to be included with the tax mail out is in addition to the engagement components outlined in the Community Engagement Strategy for the OCP Update endorsed by Council on October 20, 2020 (**Attachment 1**).

Council Strategic Plan Objectives

The OCP Update is consistent with the following components of the 2019-2022 Council Strategic Plan:

- Strategic Priority: Community Evolution;
- Objective: Ensure future community growth is carefully considered and strategically managed; and
- Action: Review the Official Community Plan regularly to ensure it aligns with the community vision.

Attachment(s)

1. Community Engagement Strategy for the OCP Update, presented at the October 20, 2020 Regular Council Meeting.

Report Author

Mary De Paoli, RPP, MCIP
Manager of Policy Planning

Report Approval Details

Document Title:	Costs Related to Tax Mail Out Survey for Official Community Plan Update.docx
Attachments:	- Attachment 1 - OCP Communications and Engagement Strategy.pdf
Final Approval Date:	Dec 21, 2020

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

Dorothy Shermer, Corporate Officer - Dec 16, 2020 - 12:39 PM

André Boel for Kate Zanon, General Manager of Community Development - Dec 16, 2020 - 12:52 PM

Rosemary Lodge, Manager of Communications and Engagement - Dec 16, 2020 - 7:29 PM

Jennifer Velthuisen for Paul Rockwood, General Manager of Finance and Technology - Dec 17, 2020 - 4:57 PM

Tim Savoie, City Manager - Dec 21, 2020 - 8:53 AM