

# 2025 Annual Budget

## WHAT WE HEARD





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## About the 2025 Annual Budget

Every year, the City of North Vancouver develops its annual budget. The budget defines how much the City will spend to provide services for the year and how much revenue it will need to fund those services.

The 2025 Annual Budget is part of the City's 5-year Financial Plan that forecasts future budgeting to ensure accountability and service delivery to taxpayers. The plan considers external economic opportunities and pressures, as well as the long-term vision for the City, balanced with the need to provide the essential services that residents rely on every day.

There are three main categories of spending included as part of the budget:



### **OPERATING BUDGET**

Ensures the dependable delivery of essential services and programs, including public safety, transportation and transit, and recreation and culture.



### **CAPITAL BUDGET**

Considers costs for maintaining, improving and building major infrastructure, such as the new Harry Jerome Community Recreation Centre, roads and sidewalks, parks, and trails.



### **UTILITIES BUDGET**

Expenditures to provide effective and sustainable delivery of water, sewer services and waste collection.

# How We Engaged

Between January 3 and January 17, 2025, the City of North Vancouver engaged with the community to gather input on the 2025 Annual Budget. The information gathered through the engagement process will be used to inform adjustments to the proposed 2025 Budget and evaluate how well the existing Budget priorities match participants' priorities.

During the engagement process, the City aimed to:

- **Inform** the community about the details of the proposed 2025 Budget
- **Gather feedback** on the proposed budget categories and priorities
- **Build community awareness** of the budget process, promoting transparency and accountability

## What did we do?

The 2025 Annual Budget engagement invited people to participate in a survey available online and in print, to email feedback or leave a message for the City's Finance team, and/or to sign up for the public input period at City Council's Finance Committee meeting.

The table below describes the engagement activities conducted.

ENGAGEMENT ACTIVITIES	DESCRIPTION	PARTICIPATION
<b>Survey</b>	An online and print survey available at City Hall and North Vancouver Public Library.	380 survey responses were received.
<b>Public input at Council's Finance Committee</b>	An invitation to sign up for the public input period at Council's Finance Committee meeting.	A number of individuals signed up to participate in the public input period.
<b>Email feedback or messages</b>	An invitation to email feedback or leave a message for the Finance team.	Approximately 10 emails/messages were received.
<b>Project engagement page</b>	A project engagement web page was created to provide information about the project, including timelines, key dates, and research.	There were over 4100 visits to the project page during the engagement period.
<b>Digital media campaign</b>	A digital media campaign ran that shared information about the project and invited participation in the engagement.	There were 228,967 impressions across Facebook, Instagram, and X (formerly Twitter).

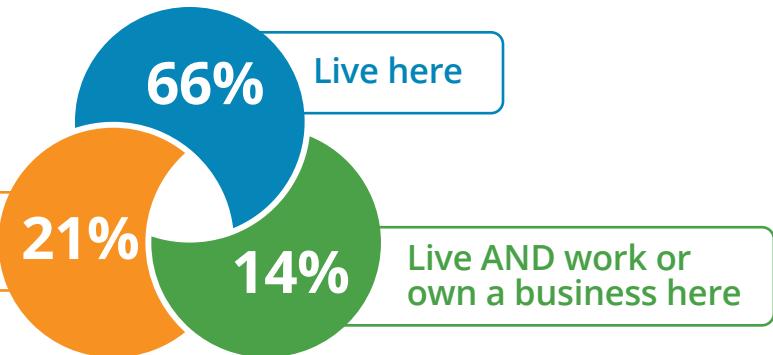
# Who participated in the survey

In total, 380 people participated in the digital and print surveys. Of these 380 people, 319 indicated that they live and/or work in the City of North Vancouver. The following are condensed demographic statistics of survey participants.

OF THE 319 PEOPLE LIVING OR WORKING IN THE CITY



Work or own a business here



OF THE 111 PEOPLE WHO WORK IN CNV:

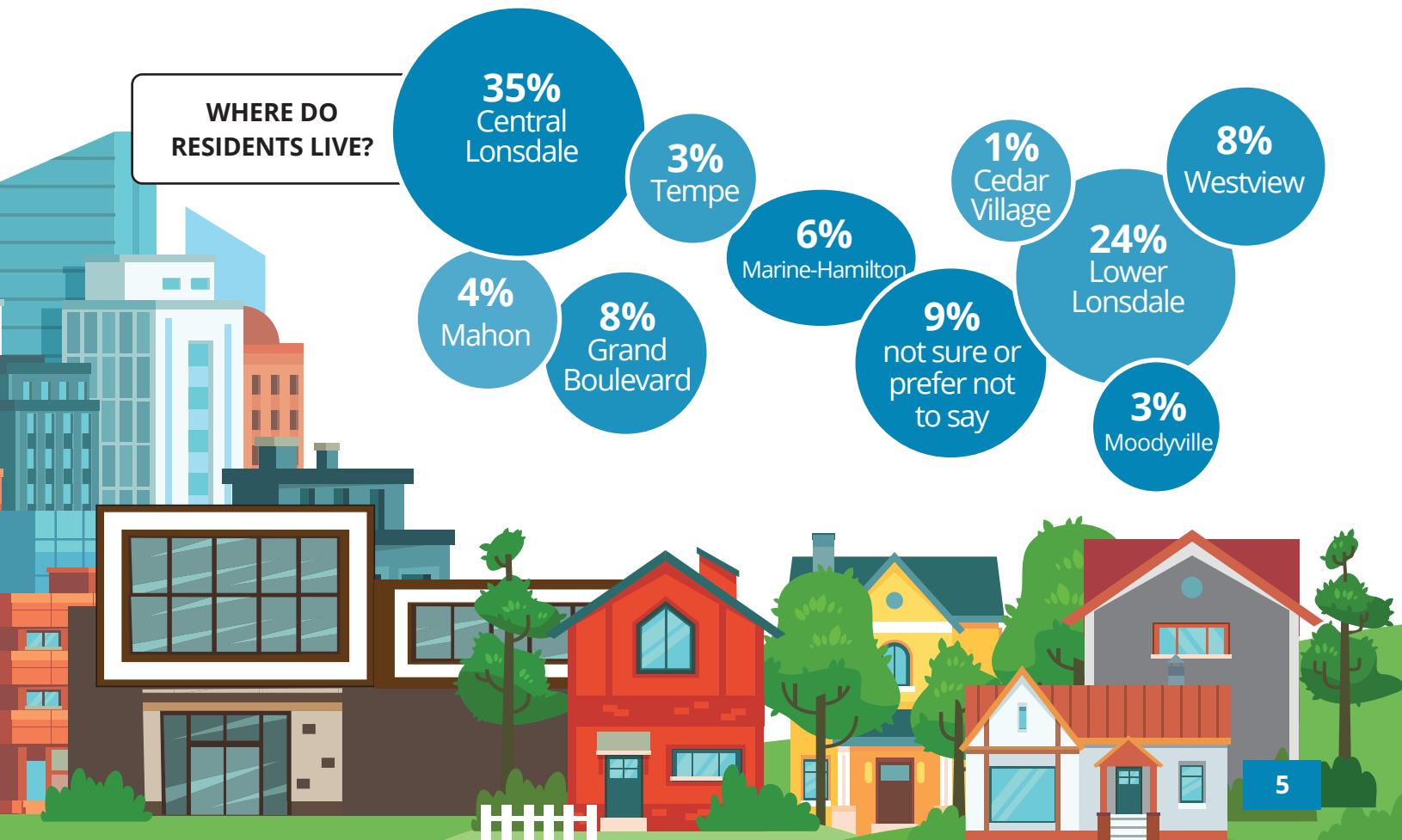
- 68% neither lease nor own their business
- 12% lease their business
- 13% prefer not to say
- 7% own their business



OF THE 251 PEOPLE WHO LIVE IN THE CITY:

- 18% own their home
- 35% rent their home
- 15% live with family/friends

WHERE DO RESIDENTS LIVE?



# Who participated in the survey

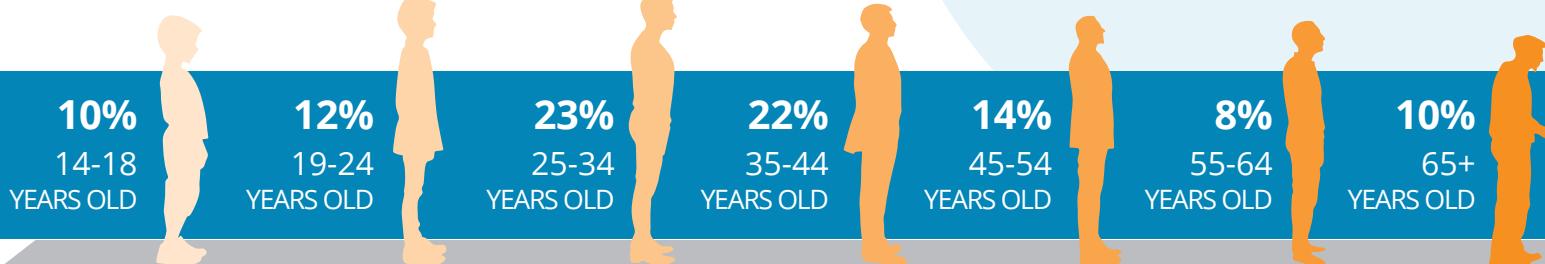
Of the 319 people who live and/or work in the City of North Vancouver:



## GENDER

**55%** identify as a man  
**39%** identify as a woman  
**3%** unsure/prefer not to say  
**3%** identify as non-binary or gender non-conforming  
**1%** selected "Other"

## AGE



## HOW SURVEY RESPONDENTS IDENTIFY



**22%**  
Single-income household



**19%**  
Have children or teens at home



**13%**  
Are/have someone in their home living with a mental or intellectual disability and/or are neurodivergent



**13%**  
Are/have someone in their household with lived experience of addiction, homelessness, or accessing mental health services



**13%**  
Are from a racialized community or are a person of colour



**11%**  
Are/have someone in their home, identifies as member of the 2SLGBTQI+ community



**4%**  
Identify as First Nations, Inuit, Métis, or Indigenous



**4%**  
Are/have someone in their household living with a physical disability

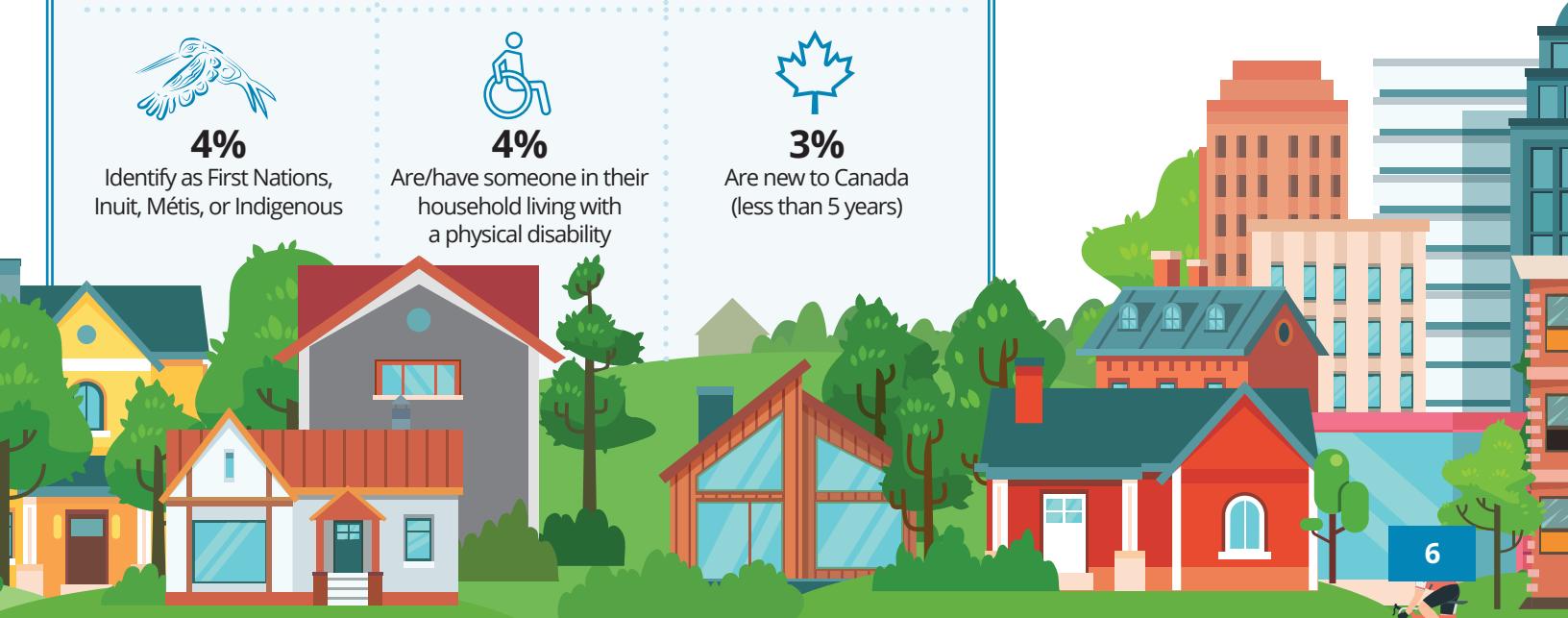


**3%**  
Are new to Canada (less than 5 years)



## WHEN ASKED IF THEY HAD PARTICIPATED IN A CITY ENGAGEMENT PROCESS BEFORE...

**47%** had participated before  
**40%** had not participated before  
**13%** unsure/prefer not to say



# What We Heard

The following sections outline select results from core questions of the 2025 Budget survey, conducted online and in-person in January 2025.

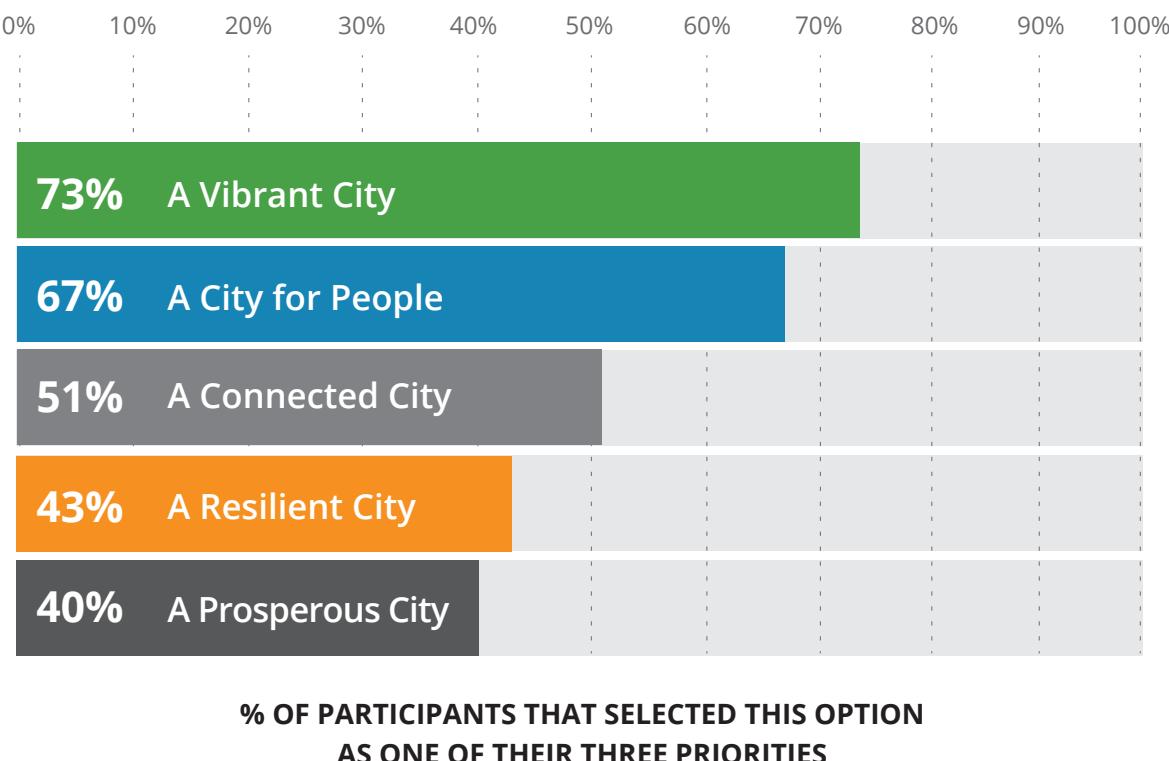
## City of North Vancouver's Strategic Priorities

The City of North Vancouver aims to be the “Healthiest Small City in the World.” This vision is reflected in the City’s five strategic priorities:

- **A City for People** – Building an inclusive, safe, and equitable community.
- **A Resilient City** – Leading climate action and environmental stewardship.
- **A Connected City** – Creating sustainable and efficient mobility networks.
- **A Prosperous City** – Supporting a thriving, diverse economy.
- **A Vibrant City** – Celebrating culture, history, and community through dynamic spaces.

Survey respondents were asked to indicate which of Council’s strategic priorities they would prioritize, with the option to select up to three priorities. The graph below shows the percent of respondents that selected each priority as one of their three top choices.

### TOP THREE COUNCIL STRATEGIC PRIORITIES



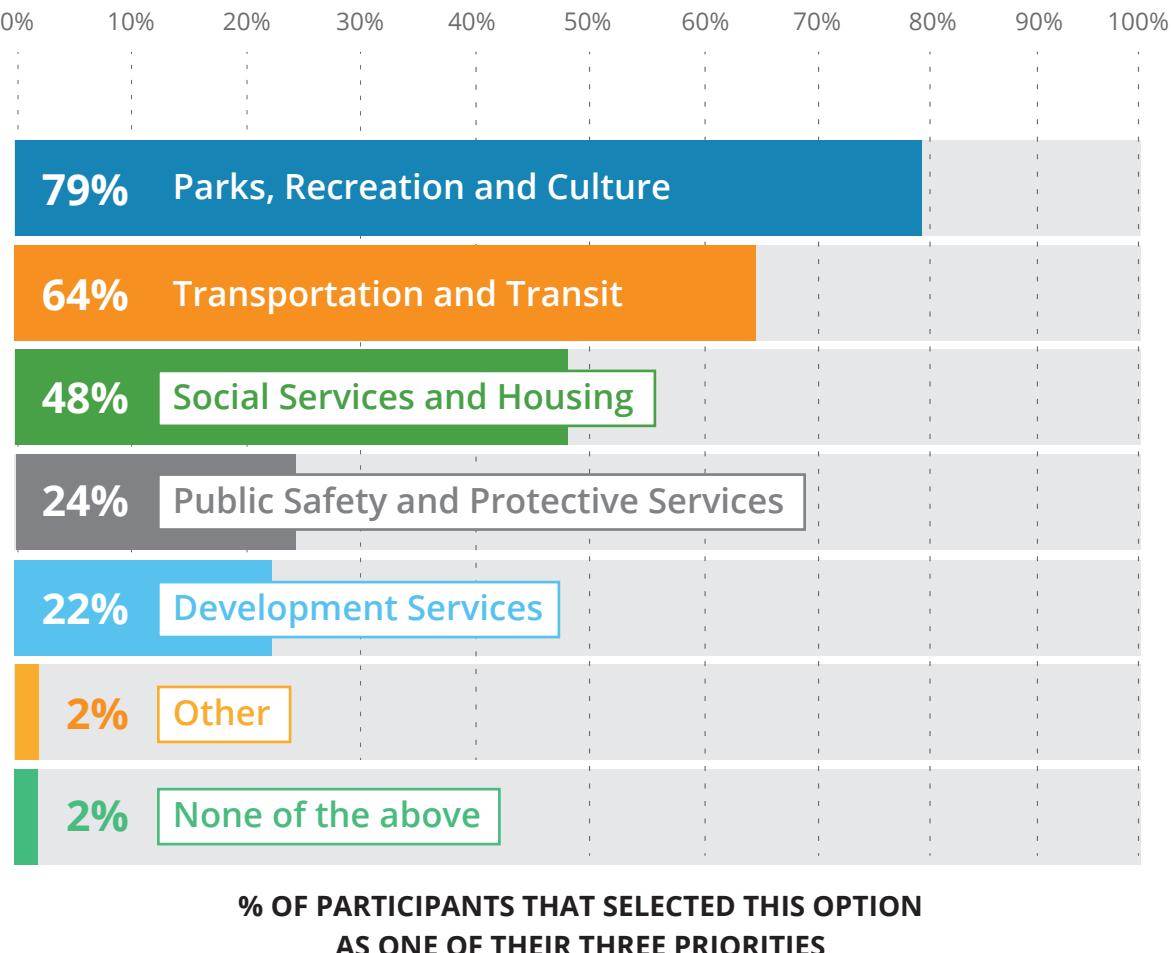


## What We Heard

### Overall, respondents prioritized parks and transportation for increased investment

Survey respondents provided valuable input on areas where they believe the City of North Vancouver should increase funding. Participants were invited to select up to three of seven options, as shown in the following graph.

#### WHERE SHOULD THE CITY INCREASE INVESTMENT?

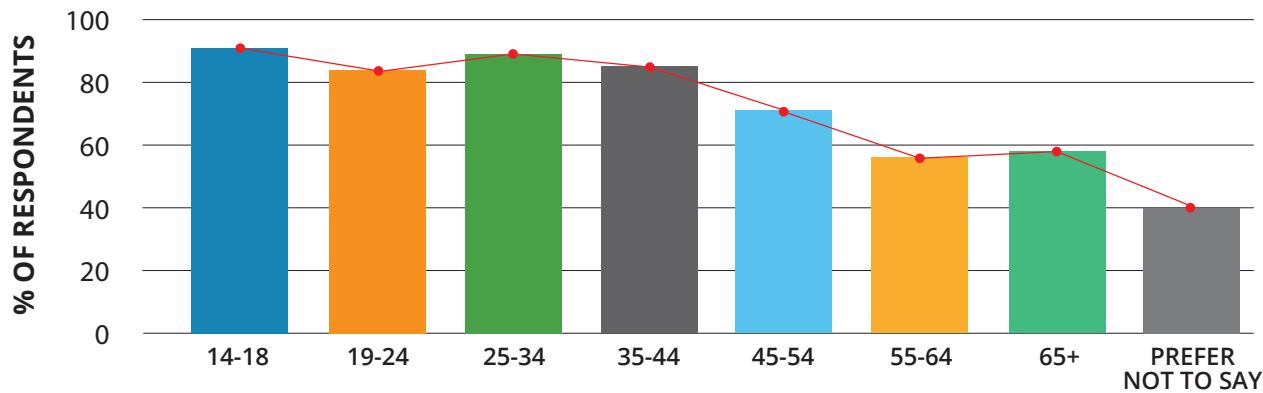


# What We Heard

## Differences by age and gender

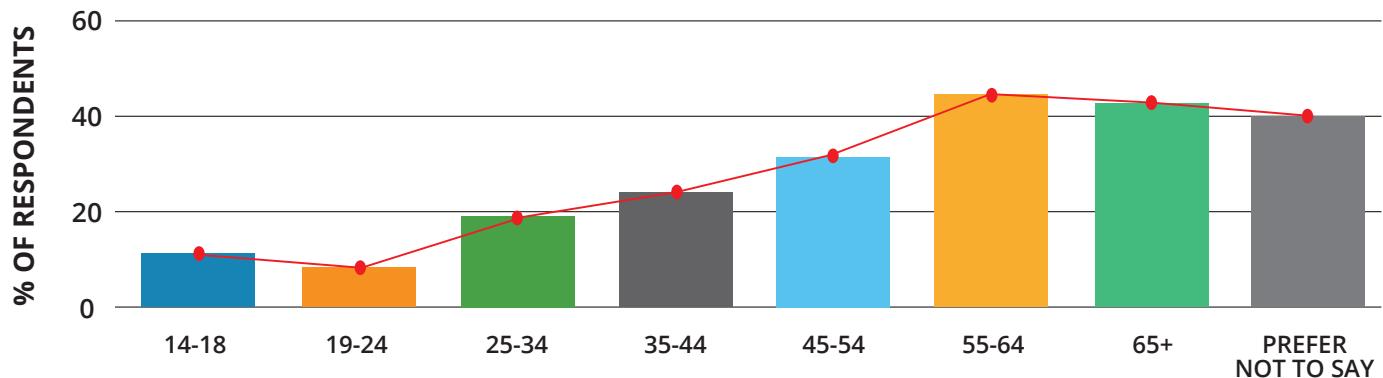
The prioritization of **parks, recreation and culture** was consistently high across genders and age ranges; however, some interesting trends can be observed. Support for parks, recreation and culture was highest amongst younger age groups and decreased with age. For example, 91% of respondents aged 14 to 18 (29 people) selected parks as a top priority, 85% of respondents aged 35 to 44 (60 people) and 58% of respondents aged 65+ (18 people).

### INTEREST IN PARKS, RECREATION AND CULTURE BY AGE GROUP



The opposite trend exists with the prioritization of **public safety and protective services**, where support increased with age: only 13% (4 people) aged 14 to 18 indicated that the City should increase investment to public safety while 23% (16 people) of 35 to 44-year-olds and 42% of people 65+ (13) indicated public safety as one of their top three priorities.

### INTEREST IN PUBLIC SAFETY AND PROTECTIVE SERVICES



There are also noteworthy differences between the priorities selected by gender. While too few respondents identified as two-spirit, non-binary, other or unsure to be able to identify trends, differences between people who identify as men and women exist. In particular, 84% of respondents who identify as men indicated that the City should increase funding for parks, recreation and culture, in comparison to 75% of people who identify as women. In turn, women ranked social services and housing as a priority more often than men; 61% of women indicated that social services and housing should receive increased funding in comparison to only 38% of men.



# What We Heard

## Other suggestions for increased investment

Participants were also able to leave an open-ended comment to indicate other suggestions for increased investment. Two themes emerged most frequently in the comments, and are explored briefly below.

### Library services

Eleven (11) people expressed support for increasing funding for library services with emphasis on the vital role libraries play in the community, especially in supporting diverse groups such as seniors, young families, and newcomers to Canada. As one respondent said:



*"More funding for our public libraries!...They have amazing programs offered there that really help the community, but they're limited in what they can do without more funding. I hear lots of great things from seniors looking for help with technology, people with disabilities needing access to books, newcomers learning English, students coming to study, parents wanting a space where they can take their children and bond with them, etc. There needs to be more funding so we can have more of these programs accessible to the community."*

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# What We Heard

## Skate parks

Seven (7) people expressed support for the City to dedicate greater investment to skate parks. Respondents emphasizing the need for modern, year-round facilities that serve a diversity of different skateboarders. As respondents shared:



***"More skate parks that are welcoming (not 20+ years old) and can be used year round."***

***"A covered skateboard park and more facilities for individuals as opposed to team sports facilities."***

## Transportation

Six (6) comments focused on transportation. However, the diversity of views in our community was evident. For example, three (3) comments expressed support of active transportation while two (2) were in opposition.



***"I think the city increase investment in active transport, and decrease investment in car-centred transport."***

***"We need to get busy in building our protected bike network that allows people to access shops and services. There has been too much emphasis on recreational MUPs and not enough on infrastructure which allows cycling for utility and transportation. Stop prioritizing driving convenience and easy parking."***

***"Bring our roads back to usable make them efficient in moving vehicles through and around the city."***

Additional repeated suggestions for increased funding included supporting environmental initiatives (3 comments), business development (2), and reduced taxes (2).

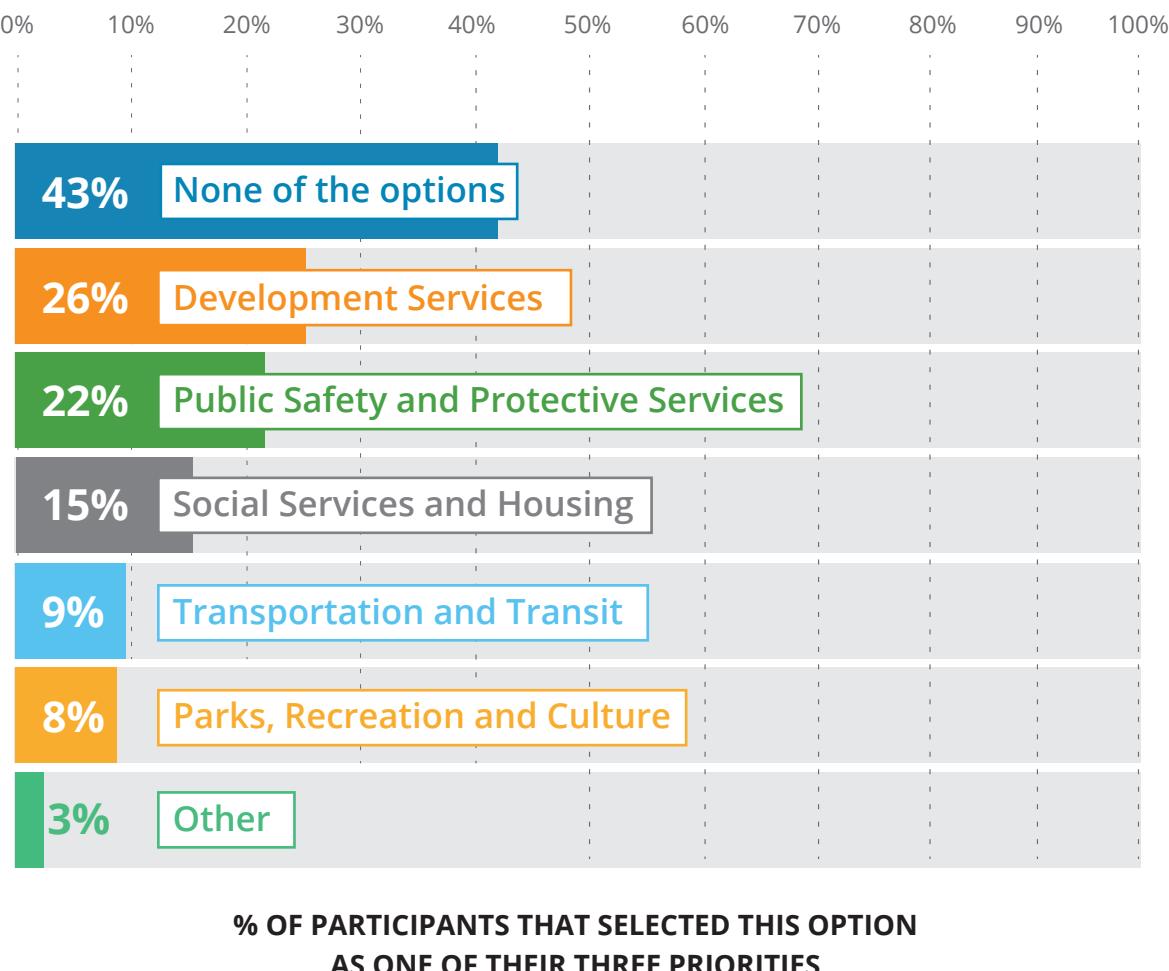
# What We Heard

## Many residents want the City to maintain funding for all programs and services

Survey respondents also shared about the areas where they believe the City of North Vancouver should decrease funding. Participants were invited to select up to three options. In contrast to opportunities for increased funding, the answer most frequently selected by respondents (43% or 136 people) was that the City should maintain funding in all areas, avoiding decreasing investment in any area.

Of those respondents who selected other options for reduced funding, Development Services was most often selected (84 responses), followed by Public Safety and Protective Services (71 responses).

### WHERE SHOULD THE CITY DECREASE INVESTMENT?





# What We Heard

## Other suggestions for decreased investment

Additional comments were collected with respect to this question. The most frequent themes for decreased funding are summarized below.

### Government staffing

Four (4) individuals suggested reducing the government staffing and administrative positions, citing concerns about increasing operational costs and inefficiencies. In the words of one respondent:



***"Reduce the number of City staff. This is a small city and we do not need to keep increasing operational expenses."***

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### Policing

Three (3) individuals advocated for reducing the police budget. Some respondents indicated that funds could be better spent on areas like harm reduction and wildfire prevention. As one respondent said:



***"Police budget should decrease but wildfire prevention budget should increase. They should be in separate categories."***

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### Car-based infrastructure

Three (3) responses recommended reducing “infrastructure that prioritizes private cars”, indicating that the resources could be better used for things like active transport.

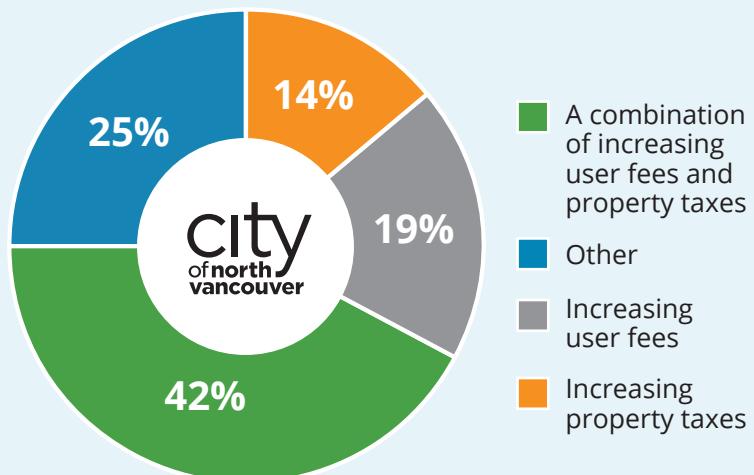
# What We Heard

## Residents have differing views about how programs and services should be funded

Survey respondents were also invited to indicate how new programs, services, and priorities should be funded by the City.

The most commonly selected response was a combination of increasing user fees and property taxes (94 respondents). It is also important to note that a large proportion of respondents (93 people) indicated that they were unsure how the City should find new revenue, potentially indicating a need for greater information on the subject.

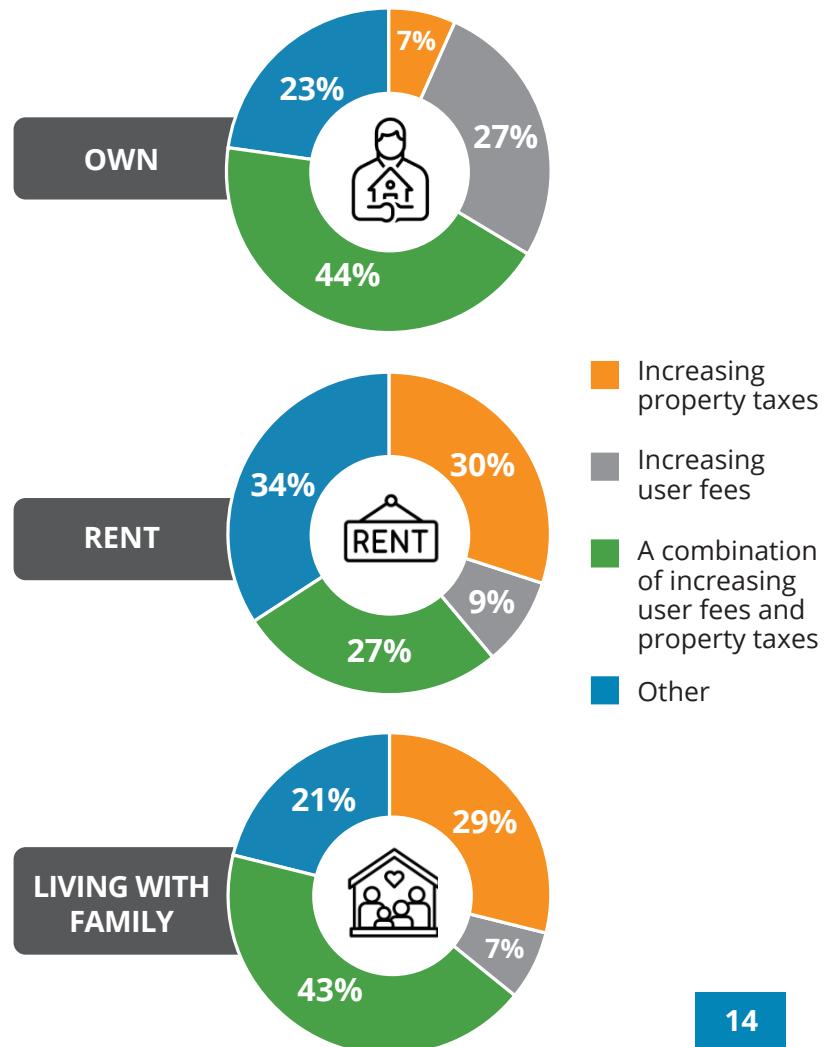
"Unsure" responses have been excluded from the following statistics so as to provide more informative data.



*Percentages shown in this graph only consider responses from people who selected one of the four options shown (226 people).*

## Differences by living situation

Responses to this question differed by living situation. Among individuals who selected one of the primary options, homeowners demonstrated a greater interest in funding new programs and services through user fees such as utilities bills (44% of homeowners selected this option) or a combination of user fees and increased property taxes (27% of homeowners). In contrast, respondents who rent or live with family or friends were more interested in increasing property taxes or a combination of increased user fees and property taxes.



*Percentages shown in these graphs indicate the percent of respondents who selected an option by living situation. For example, 7% of homeowners selected that the City should increase property taxes.*

# What We Heard

## Other suggestions for funding revenues

Participants also provided alternative suggestions for funding new programs and services. Four main themes emerged in the open comments section of this question and are explored below.

### Diversify revenue

Twenty (20) respondents emphasized the need to diversify revenue sources, suggesting a wide variety of options including increasing taxes on vacant land, increasing ticketing for traffic violations and other unwanted behaviours. A number of other suggestions involved increasing taxation or charges for car use, such as through taxation of gasoline, pay parking (for all and specifically for businesses), or congestion tolling. Various other comments recommended increasing taxation on big businesses and high income earners, to support more equitable sharing of financial burdens. As examples of some of these suggestions, participants shared:



***"The average person is already struggling to pay for housing and services, doing either of these to the average income households would put further burden us. I support a progressive taxation with increased tax on wealthy individuals and higher taxes for large businesses such as Loblaws."***

***"I would like to see the City investigate other revenue streams (pay parking in high traffic areas is an obvious example)."***

***"Wealth taxes, multiple homes taxes, Airbnb taxes."***

***"Increase taxes on businesses who aren't paying their fair share but who operate in the city (DoorDash, Uber etc.)"***

***"Find revenue streams that can be generated from corporations e.g, renting out city owned spaces for filming or commercial shoots."***

# What We Heard

## Reduce expenses

Seventeen (17) respondents emphasized the need for the city to focus on reducing unnecessary expenses or reallocating existing funds before considering any tax or fee increases. Many voiced concerns over spending they perceived to be wasteful, such as on administrative government staff, public art, or social programs. As participants shared:



***"Find ways to be fiscally responsible with existing revenues. Adding more taxes and/or user fees adds more burden to an already stressed community."***

***"Redeploy resources from poorly used programs and services and/or savings from efficiencies first, and then consider user fee increases and property taxes."***

## Encourage investment or sponsorship

Eleven (11) respondents emphasized the importance of encouraging investment and fostering a business-friendly environment. Suggestions included exploring partnerships with businesses, hosting more events, and offering incentives to attract new events and companies. There was also support for utilizing city assets creatively and finding ways to generate revenue without burdening taxpayers or small businesses. Below are some of the comments shared:



***"Create more incentives for new businesses to move to the city, generating more income for the city in the form of taxes from sales and services."***

***"Go for creative ventures with business to generate revenue (maybe you need to look at corporate sponsorships)"***

***"Consider corporate sponsorship and/or naming rights for some City assets, parks, etc to bring in non-taxable revenue."***



## What We Heard

### Developer fees and contributions

Eight (8) respondents expressed that developers should contribute more and urged the City to implement stronger measures to ensure that these entities contribute fairly to the community. As one respondent stated:



***"If there's a way to fine for violations of building permits or other things and actually collect or charge more development fees, this may be better than driving the cost of living and taxes to an unaffordable rate for residents."***

# What We Heard

## Respondents are concerned about transportation, recreation, public spaces, and affordability

In response to the open question, 'Are there any other comments or suggestions you would like to add about the 2025 Budget?', several recurring priorities reemerged. The majority of these themes surface in other open-ended responses in the survey (and are explored in sections above); all themes are summarized briefly below.

MENTIONS	THEME	DESCRIPTION
<b>108</b>	Covered skate park	Various comments specifically suggested the generation of a covered skate park at Harry Jerome Community Recreation Centre, pointing to the need for recreational spaces that can be used in all climatic conditions and by a variety of users.
<b>26</b>	Improving transportation	Many comments focused on fostering bike lanes and other modes of active transport. Others pointed to the need for a stronger, more frequent and more interconnected transit system that involves key high-impact elements such as an expansion of the Skytrain system. Some comments pointed to the need for solutions to traffic congestion, as well expanded systems such as for bridge crossings. Participants articulated that active transportation and transit make cities more livable, and expressed concerns that future development problems will worsen transportation challenges.
<b>23</b>	Parks, recreation and public spaces	Many participants commented on the need to preserve and expand the City's parks, parklets, green spaces and streetscapes. Multiple people pointed to these spaces' value as gathering and community-building spaces, particularly for youth and seniors. Additionally, many comments spoke to an interest in strengthening the City's recreational facilities and offerings.
<b>18</b>	Decreasing taxes or fees	Some responses reiterated the high cost of living and indicated that raising taxes and other forms of costs may have on residents.
<b>13</b>	Improved social services and housing	Some participants shared the need for affordable housing projects that allow people to live where they work in the City or to remain near family.
<b>8</b>	Increased library funding	A number of comments make specific mention of the importance of libraries and the need for cultural and community spaces, particularly for youth, seniors, and other important demographics in our community.
<b>8</b>	Diversifying revenue	Respondents spoke to the need for paid parking in the City, and greater fees for short-term rentals and vacant properties.

Additional less frequent comments pointed to improving mental health services, enhancing government efficiency, and executing fewer studies. Some respondents called for better infrastructure maintenance, stricter traffic law enforcement, and cleaner public spaces. Others recommended supporting existing businesses and fostering a more vibrant business environment in areas like Lonsdale Avenue.

# How will these results be used?

The results of this survey will be carefully reviewed by the City's Finance Department and shared with the Mayor and City Council. With this information, the Mayor and Counsellors will decide if they would like to adjust the 2025 Annual Budget to consider community feedback. The City's Finance Department and City Council will also compare the priorities shared by community members with existing budget priorities to make sure that City spending best aligns with the City's long-term financial strategies, community needs, and best practices in budgeting and service delivery.

In early 2025, the final budget will be reviewed and accepted by City Council.

**Thank you to everyone who participated in community engagement for the 2025 Annual Budget. Your feedback is invaluable in helping us refine the budget and prioritize funding for the services and projects that matter most to our community.**

