



# BC ASSESSMENT

*We Value BC  
Through Communications:  
Listening, Connecting & Leading*

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## Introduction

- BC Assessment is a founding member and supporter of the Local Government Leadership Academy
- We have long supported training for local government officials, and are proud to continue this partnership
- **We invite you to join us for a conversation at our exhibitor booth here at the Forum**

**Michael Spatharakis**, Manager Local Government Customers &

**Gerhard Brosch**, Director Local Government and

First Nations Customers

look forward to seeing you!

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## Introduction

### TWO COMMUNICATIONS VALUE PROPOSITIONS

#### ORIGINAL EQUATION:

Do the Assessment

- + **Once a year** communication
- + Defend the value

#### TODAY'S EQUATION:

**Year-round** communication

- + Published Assessment techniques
- + Resolve disputes where possible

RESULT:

**We Value BC**

$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$

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## Return on Investment

### THE COMMUNICATIONS VALUE PROPOSITION

#### ORIGINAL proposition

= The \$ value was right

#### TODAY'S proposition








= The \$ value was right, PLUS

- Owners have more confidence in the values
- Owners have information to verify value
- “No surprises” for property owners and Local Governments
- Local Governments have more information about the roll in advance

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## How Does the Communications Proposition Stand Up in Today's Cool to Red Hot Residential Market?

Value Shifts	BC RESIDENTIAL	METRO RESIDENTIAL	BC TOTAL
2013	1.4%	3.1%	2.1%
2014	0.4%	1.1%	1.1%
2015	5.6%	7.1%	5.5%
2016	11.6%	15.3%	10.9%
2017	27.5%	34.7%	25.2%

Web Usage:  or   
 Field Office Inquiries:  or   
 Expected Appeals:  or  

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## How Does the Communications Proposition Stand Up in Today's Cool to Red Hot Residential Market?

Web Activity: 127% increase (e-valueBC)  
 Customer Calls (wait times): 50% Lower  
 Field Office Inquiries: 5.0% Lower  
 Appeals: ≤2.0%

### CONCLUSION:

#### Investment in communications is validated

- Drive questions to the web (e-valueBC)
- More self-serve options (social media + videos)
- Provide effective inquiry & customer call options
- Appeals within Roll Acceptance Service Standard Target Range

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## WHERE HAS BC ASSESSMENT INVESTED IN IMPROVED COMMUNICATIONS?



e-valueBC



“No surprises”



Media Relations



Phone calls



Staff training



Extended email hours



Ongoing Local Government & other provincial government outreach

## WHAT ARE OPINION LEADERS SAYING?

**QUOTE 1:** *Finally – and this is conjecture – BC Assessment may shade assessments somewhat below their best guess to avoid conflict.*

**QUOTE 2:** *It’s the best deal going, and it doesn’t cost the city a nickel. – re: property tax deferral option*

**QUOTE 3:** *They (property owners) perceive property value to be the main criterion for property tax calculation and while it is a criterion, it isn’t the main one. The main one is the average property value. If your property value went up the same as everybody else’s, you don’t have anything to fear.*

## QUIZ TIME!



### Question 1:

BC Assessment provides the tax base that supports the wide range of services you provide to your communities.

What is the total amount of property tax collected based on BC Assessment data?

- A: \$2.5 billion
- B: \$3.2 billion
- C: \$5 billion
- D: \$7 billion

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### Question 1: ANSWER

**D: \$7 billion**

\$7.3 billion to be exact!

Our property assessments support the generation of revenue for BC's communities that provide services such as:

- Police and Fire Emergency Services
- Sewer & Water
- Roads
- Parks and Recreation
- Schools
- Hospitals

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## QUIZ TIME!

### Question 2:



The amount of new value to the Assessment Roll due to new construction, subdivisions and re-zonings (Non-Market Change), is closest to the total value of which community's 2017 Assessment Roll?

- A: Prince George \$10.7 billion
- B: Kamloops \$15.8 billion
- C: Maple Ridge \$21.4 billion
- D: Victoria \$25.4 billion

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### Question 2: ANSWER

D: Victoria \$25.4 billion

\$25.2 billion was added to the 2017 Assessment Roll

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## QUIZ TIME!

### Question 3:



In 2017, the number of new properties we assessed is closest to the 2017 number of folios in:

- A: Burnaby (77,286)
- B: West Kelowna (14,031)
- C: Port Coquitlam(20,785)
- D: Prince George (30,507)

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### Question 3: ANSWER

**C: Port Coquitlam**

For 2017, 21,252 properties were added to the Assessment Roll – which is equivalent to the size of the City of Port Coquitlam

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## QUIZ TIME!

### Question 4:



In 1974, when BC Assessment was founded, we employed around 700 staff. In 2017, what is the number of permanent staff?

- A: 685
- B: 795
- C: 1020
- D: 365

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### Question 4: ANSWER

**A: 685**

Permanent staff @ BC Assessment

By investing in technology, BC Assessment has been able to decrease staffing levels, while the number of folios has increased to over 2 million!

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## QUIZ TIME!

### Question 5:



What is the average annual costs to the property owner in taxes, to value a residential property?

- A: \$0
- B: \$75
- C: \$30
- D: \$45

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### Question 5: ANSWER

**C: \$30**

The Class 01 average level is \$30.10, unchanged from 2015

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# CONCLUSION



## BC ASSESSMENT

We **COMMUNICATE** with BC, then  
 We **VALUE** BC, then  
 We **COMMUNICATE** with BC AGAIN, then  
**We repeat...**

### We Value BC – 2017 Statistics at a Glance

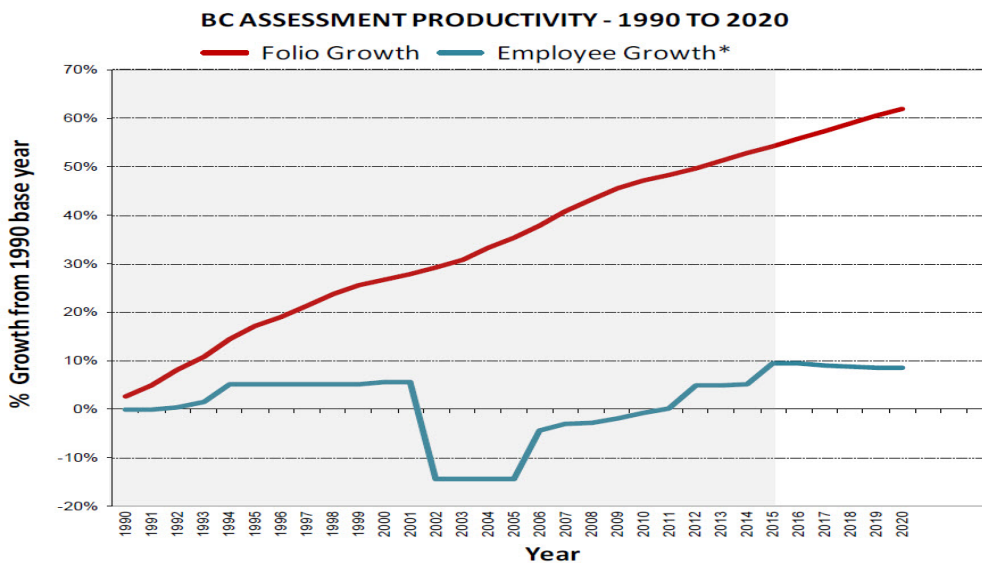
Number of properties on the 2017 assessment roll	From 2016
<b>2,017,364</b>	<b>+1%</b>
Total value of real estate on the 2017 assessment roll	From 2016
<b>\$1.68 trillion</b>	<b>+25%</b>
Value of new construction, subdivisions & rezonings	From 2016
<b>\$25.2 billion</b>	<b>+24%</b>
<b>2,253,352</b> assessment notices were prepared for the 2017 roll	
<b>88%</b> of all properties are classified as Residential (Class 1)	
<b>*98.8%</b> of property owners accepted their assessment without filing an appeal	

*\*Based on # of 2016 appeals*

### 2017 Assessment Changes by Region (typical % change)

Region	Single Family Dwelling		Strata		Commercial		Light Industrial	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
Vancouver Island	+10 to 40%	-5 to +25%	+5 to 30%	+5 to 15%	+5 to 15%	0 to +15%	0 to +10%	0 to +10%
Greater Vancouver	+20 to 50%	+10 to 20%	+15 to 35%	N/A	+15 to 30%	+15 to 25%	+20 to 40%	+15 to 25%
Fraser Valley	+30 to 50%	+20 to 30%	+15 to 30%	N/A	+10 to 35%	+5 to 15%	+10 to 30%	+10 to 20%
Kootenay Columbia	0 to +10%	0 to +5%	-5 to +5%	-5 to +5%	-5 to +5%	-5 to +5%	0 to +10%	0 to +10%
Thompson Okanagan	0 to +15%	0 to +20%	0 to +25%	0 to +30%	-5 to +15%	-5 to +10%	0 to +10%	0 to +10%
Northern BC	-5 to +5%	-5 to +5%	-5 to +5%	-5 to +5%	0 to +10%	0 to +10%	-5 to +5%	-5 to +5%

### 1990-2020 Productivity



## QUIZ TIME!

### Question 6:



The 2017 Assessment Roll increase (including market movement and new properties) in 2017 is closest to the total value of which city?

- A: Burnaby \$107.6 billion
- B: Vancouver \$429.6 billion
- C: Surrey \$145.8 billion
- D: West Vancouver \$55.2 billion

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### Question 6: ANSWER

**B: Vancouver \$429.6 billion**

The 2017 Assessment Roll increased by \$332 billion, which is close to the total value of the City of Vancouver

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