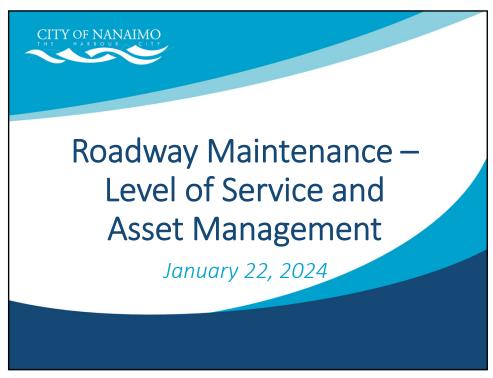
## **ATTACHMENT E**



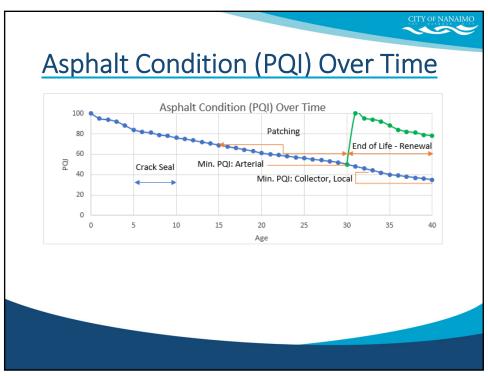
1



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## Willingness to Pay

## WILLINGNESS TO PAY

When asked if they would be willing to pay more for better road maintenance, many participants expressed that ideally, they would want road conditions to fall somewhere between "maintain current conditions", and "maintain and potentially improve road conditions", at an approximate \$40 annual tax increase.

Overall, many expressed a desire for transparency from the City about where funds are being allocated and the management of tax dollars.

Additionally, participants voiced concerns regarding the overall cost of living and an increase in household costs, noting that they were worried about how additional tax increases would impact community members.



Figure 2. Participants' responses in focus group #2

Participants were shown the scale above and asked to indicate how much they would be willing to pay to improve road conditions. The numerical values represent the annual tax increase associated with the level of maintenance. Participants' responses were recorded using gold stars.

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