



SUBJECT: Red Tape Red Carpet Task Force Update

TO: Planning and Development Committee

FROM: Office of the Mayor

Report Number: MO-02-19

Wards Affected: All

File Numbers: 125-01

Date to Committee: June 11, 2019

Date to Council: June 17, 2019

Recommendation:

Receive and file mayor's office report MO-02-19 providing an update on the Red Tape Red Carpet Task Force.

Background and Discussion:

Over the past four months, we have heard from hundreds of business owners and organizations across Burlington and beyond. Through our town hall, focus groups, online survey, one to one meetings and email correspondence, we have listened and learned from our business community and our partners. We heard them, and we value their input, their expertise, and their ideas.

We kept two things in mind throughout this initiative. First, we wanted to ensure that all recommendations that result from this engagement process will support the goal of helping businesses get answers quicker. Whether that answer is yes, or no – the most important thing is to get there faster. We don't want to waste anyone's valuable time or money on uncertainties. Second, we constantly asked ourselves "If there were two City Halls in Burlington, and people could choose which one to take their business to, would ours be their top choice?" Until we can answer "yes", we're not done.

The core outcomes from the feedback we heard is a true understanding that we are not consistently or holistically providing a "red carpet" experience for new businesses who want to locate in Burlington, nor to existing businesses who want to expand here.

We have opportunities we need to work on in:

- A) How we attract and encourage businesses to locate and expand in Burlington through our value proposition, marketing and messaging, and demonstrate a focused effort on this goal.
- B) How we engage with businesses when they first reach out to the City of Burlington to begin that process and help set them up for success with the right information, processes and red-carpet level customer service.
- C) How we support businesses throughout that entire journey and provide ongoing updates, assistance, and answers to remove red tape and help them quickly get where they need to go so their business can launch, or – for existing businesses – continue to grow and thrive here in Burlington.

Conclusion:

To address the opportunities for improvement that have been identified through this engagement process and get to a place where we have removed red tape and achieved red carpet level service, we will be presenting a list of action items for committee at the July 9, 2019 Planning and Development Committee meeting. Council will be invited to seek clarity and provide feedback throughout the summer and we will consider amendments to the action list if required.

Final consideration of the action plan (with any amendments) will be included on the September 23, 2019 Council agenda.

Respectfully submitted,

Mayor Marianne Meed Ward

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Appendices:

- A. All blog posts from the Mayor's blog recapping past Red Tape Red Carpet activity and insights.