



SUBJECT: Red Tape Red Carpet update

TO: Planning and Development Committee - Public

FROM: City Manager's Office

Report Number: CM-24-19

Wards Affected: All

File Numbers: 155-03-01

Date to Committee: October 8, 2019

Date to Council: October 28, 2019

Recommendation:

Receive and file city manager's office report CM-24-19 regarding Red Tape Red Carpet update.

Purpose:

A City that Grows

- Promoting Economic Growth

An Engaging City

- Good Governance

Background and Discussion:

On July 15, 2019 Council approved the following Resolution in respect to the Red Tape Red Carpet Task Force recommendations referred from Planning and Development Committee meeting held July 9, 2019 (MO-06-19):

Table mayor's office report MO-06-19 providing an update and recommendations arising from the Red Tape Red Carpet (RTRC) Task Force to the Planning and Development Committee meeting of September 10, 2019, incorporating any additional feedback and recommendations arising from committee discussion and further community input over July and August: and,

Direct the City Manager to work with RTRC Task Force to propose an implementation plan, including owner, timeline and associated costs for all RTRC action items and report back in September.

On September 23, 2019 City Council approved the 22 recommendations arising from the Mayor's Red Tape Red Carpet Task Force initiative. The recommendations will better serve our customers and is part of the City's commitment to continuous improvement.

Immediate action is underway to implement many of the recommendations; however, some services or applications may see improvements faster than others as we update our processes and resources to make these changes happen.

There has already been progress on initiatives that directly support the recommendations, including:

A new position has been established - Customer Experience Manager-Business Development. This position will provide support to businesses to facilitate good working relationships with the business community. The short term focus will be to help businesses navigate complex application processes and manage customer service issues while working closely between Burlington Economic Development and the City. This position will improve the customer service experience with the City.

In addition, on September 24, 2019, Council approved a new organizational structure. The new structure will also enhance and highlight the City's attention to City-wide customer service and public engagement through business process improvements, corporate-wide training and ongoing transformations such as digital service delivery. These changes closely align with the goals of the Red Tape Red Carpet recommendations.

A development application review is also currently underway with funding from the Province's Audit and Accountability Fund. The work is being undertaken by Performance Concepts and Dillon Consulting and is to be completed by December. The goal is to find efficiencies to support a better customer experience.

Strategy/process

The implementation of the Red Tape Red Carpet Task Force recommendations will be achieved with a steadfast commitment from staff. Continuous progress will be the focus. The strategy for full implementation will be a multi-faceted plan that will complement the current work by City staff and Burlington Economic Development.

This report is the first of regular quarterly progress updates. As an initial step, the implementation status of the Red Tape Red Carpet recommendations is presented in Appendix A providing: contact responsibility (owner), current status, timelines for completion or targeted expectations and explanation notes that describe what we have

done so far. A well-designed public dashboard will soon be available with key milestones and timelines on the City's website. Ongoing dialogue is encouraged and a feedback form is available for business owners to provide feedback to the City and related staff on their dealings with us (burlington.ca/rtrc). There will also be monthly updates From the Customer Service Experience Manager-Business Development, that will summarize the Red Tape Red Carpet interactions that describe purpose, actions and outcomes.

Financial Matters:

not applicable

Total Financial Impact

not applicable

Source of Funding

not applicable

Other Resource Impacts

There are no known resource impacts at this time.

Connections:

Vision to Focus

The Red Tape Red Carpet Task Force recommendations contribute to the City's work towards Council's 2018-2022 Plan: From Vision to Focus.

Business Growth is a top priority of Focus Area 1, Increasing Economic Prosperity and Community Responsive City Growth Management. The implementation of the Red Tape Red Carpet Task Force recommendations will make it easier for businesses to locate and thrive in Burlington.

A Customer first approach is a top priority of Focus Area 5, Customer Centric Services with a Focus on Efficiency and Technology Transformation. The City's development application review process is an example of the commitment to make the process easier and seamless for customers.

Burlington Economic Development

The Red Tape Red Carpet Task Force recommended that Business Attraction and Retention be a standing item for discussion at all Planning & Development Committee meetings. Burlington Economic Development will provide the first of regular updates to Committee relating to business attraction and retention as part of the update presentation for this Red Tape Red Carpet report. The update will include the Business Attraction Strategy as well as marketing and branding initiatives. The Burlington Economic Development update is attached as Appendix B.

Public Engagement Matters:

Public feedback informed the Red Tape Red Carpet Task Force recommendations and was gathered from a series of events (town hall, focus groups, and task force sessions) along with other studies, surveys and anecdotal feedback to identify the challenges and obstacles facing growth and relocation of businesses in Burlington, and develop actionable solutions.

In addition, there are other actions that are recently completed or underway to communicate this initiative and to continue the receipt of feedback, including:

1. Updated website content: www.Burlington.ca/RTRC
2. New email address now live: RTRC@burlington.ca – routes to Customer Experience Manager-Business Development
3. New blog post: <https://mariannemeedward.ca/red-tape-red-carpet-task-force/red-tape-red-carpet-recommendations-approved/>
4. RTRC Newsletter with same content as blog post.
5. Social posts following Council September 23rd approval of recommendations.
6. Feedback intake survey live: https://www.getinvolvedburlington.ca/red-tape-red-carpet-business-survey/survey_tools/RTRC-feedback
7. Postcard handout for customer-serving staff
8. Dashboard/milestones/timelines to follow on the web page.

Conclusion:

The implementation of the recommendations developed as part of the Mayor's Red Tape Red Carpet Task force initiative is well underway and regular quarterly progress reports will be ongoing.

Respectfully submitted,

Mike Greenlee
Customer Service Experience Manager

Anita Cassidy
Acting Executive Director
Burlington Economic Development

Appendices:

- A. Red Tape Red Carpet Progress Status
- B. Burlington Economic Development and Business Attraction Update

Report Approval:

All reports are reviewed and/or approved by Department Director, Director of Finance and Director of Legal. Final approval is by the City Manager.