

An aerial photograph of the Burlington waterfront, showing a large body of water, a curved pier with a white tower, and surrounding urban buildings and green spaces. A semi-transparent blue banner is overlaid across the center of the image, containing the title text in white.

Red Tape Red Carpet Update October 2023

CPRM, October 31, 2023
ECDEV-05-23
Staff presentation

Red Tape Red Carpet

- Created by Burlington's Mayor Marianne Meed Ward in partnership with Councillor Kelvin Galbraith, and supported by Burlington Economic Development, the mandate of the Task Force is to **identify and eliminate barriers to growth** so that businesses can locate here, expand and thrive.
- From a series of engagement opportunities, the Task Force generated a list of key recommendations for the City to act upon. Completed updates include:
 - ✓ The creation of new City Hall positions designed to improve the customer experience
 - ✓ A revamping of all application review processes in order to reduce response times through SDAF funding
 - ✓ Launch of esubmissions and Myfiles
 - ✓ Launch of new One Window at City Hall in Q2 2023

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2023 -2026 Draft June Recommendations

- Focus on high impact outcomes
 - Prioritization criteria for high economic impact files including housing impact
 - Role of economic development in enabling MTSAs and residential developer engagement to be reviewed
 - Development of internal sales/coordination team for incoming high impact investments



Update: High Impact Outcomes Focus

Concierge Service and dedicated Committee of Adjustment sessions for files that achieve any of the following:

- Economic Impact
- Attainable Housing Impact
- Community Impact

Update: Partnering with the development community

- Coordinated engagement with EcDev and Planning to engage residential development community
 - 2 Roundtables hosted with development community on Community Planning Permit System (CPPS)
 - Best Practices in MTSAs event hosted with Building Industry and Land Development Association (BILD) and West End Homebuilders (WEHBA)

2023 -2026 Draft Recommendations

- Positive Customer Experience and Evolving Relationship Management
 - Evolving Customer Experience Business Development Manager Role to focus on managing high economic impact files including housing impact
 - Expanding the mandate of EcDev to include small business supports and redevelop the Special Business Area Coordinator Role to provide Economic Development support to businesses

Update: Evolving the Customer Experience

- New CX Business Development Manager hired and onboarding
- New AI tools to support file review being examined
- Best practice analysis of Main Street Business Support roles and draft job description in development

2023-2026 Draft Landscape Ontario Recommendations

- Establish a Joint Working Group to review outstanding issues and continuous improvement opportunities related to all facets of the City of Burlington development application permitting process as it applies to professional landscaping services.
- Prepare a high-level workplan in conjunction with the Working Group including key objectives, meeting frequency, format and reporting timelines

Update: Landscape Ontario Working Group

- Landscape Ontario Reps and staff continue to work collaboratively through identified LO issues related to development processing. Two working group meetings completed with focus on process improvement, policy and document requirements and enhanced communications
- Key recommendations and target dates summarized in Appendix C of report ECDEV 5/23
- Further work to continue in Q4 related to following:
 - Utilizing updated My Files data, development of new processing time targets across all application types including full scope landscaping projects c/w building permit, pool installations and other typical landscape projects.
 - Working with LO to develop joint communications and public education on the importance and benefits of hiring a professional landscape designer/contractor.

Next Steps

- Development of Implementation Plan jointly with City of Burlington and EcDev
- Integration of recommendations into V2F and EcDev Strategic Planning/Performance Management Plan
- Ongoing process improvement and evolution of RTRC workplan based on customer needs

An aerial photograph of Burlington, Vermont, showing a dense urban skyline with various high-rise buildings and a mix of architectural styles. The city is situated along a waterfront, with a prominent curved pier extending into the water. The sky is filled with soft, golden light, suggesting a sunset or sunrise. A semi-transparent blue banner is overlaid across the middle of the image, containing the text "Questions or Comments?".

Questions or Comments?