

Red Tape Red Carpet Recommendations			
Status of Recommendations (Report ECDEV-04-24 and CM-24-19)			
Status	Recommendation	Description	Notes
Fulfilled	Expand "My files" online portal	Enhance portal to support more application types and provide end-to-end tracking of application	(MyFiles) was created through the SDAF project. SDAP has confirmed the need to broaden this functionality across all development applications to enhance the customer experience, make process more transparent, and automate some of the work from staff. Conversations with BDS are ongoing to implement.
Fulfilled	Implement High Impact Criteria	Develop criteria to identify and prioritize development proposals that address critical needs, such as affordable housing and significant employment growth.	Criteria were developed and are now used to identify and prioritize development proposals with significant community benefits, including housing and major employment projects. This has improved transparency in decision-making and ensured more strategic allocation of staff resources.
Fulfilled	Refocus Customer Experience Manager Role	Shift role to concentrate on high impact files, process improvements and customer engagement and education	The Manager of Customer Experience role was established and resulted improved resolution timelines and more consistent support for applicants.
Fulfilled	Redevelop Special Business Area Coordinator Role	Transform the role into Specialist, Business and Economic Development focusing on strategy development for mainstreet business and Business Improvement Areas (BIAs)	The Specialist, Business & Economic Development role was established and now leads strategy development for mainstreet businesses and acts as a BIA liaison, supporting improved coordination between departments and assisting to accelerate permit related issue resolution.
Fulfilled	Joint Engagement and Development Community	Collaborate with organizations like West End Home Builders Association (WEHBA), and Building Industry and Land Development Association (BILD) to engage the development community	Ongoing engagement with the development community is supported through forums such as HDLC, P2P, technical advisory groups, and targeted education sessions (ie. Building Dept Lunch & Learn). These initiatives have helped clarify approval processes and strengthen trust with industry stakeholders.
Ongoing	Focus on Investment Attraction	Continue efforts to attract strategic investments aligned with Burlington's economic priorities.	Investment attraction efforts are ongoing through city-supported missions and initiatives in collaboration with regional and external partners.
Ongoing	Reinitiate One Brand Project	Advance a coordinated branding initiative aimed at unifying the city's value for residents, businesses and visitors.	Branding discussions have resumed under Corporate Affairs as part of a broader strategic communications and positioning work.
Ongoing	Refine Community Planning Permit System	Develop a rapid and predictable planning process, including flexibility to support increased housing and amenities	Approved in principle by council, awaiting Province approval of OPA2. Staff are currently advancing CPP by-law framework.
Ongoing	Leverage Federal Housing Accelerator Fund (HAF)	Utilize approximately \$2.1 Mil from fund to implement seven key initiatives supporting housing development	Council-approved implementation is underway. Staff have presented report outlining how HAF resources will support CIP. Incentives include fee waivers and forgivable loans to encourage ARUs.
Fulfilled	Engagement with Landscape Ontario	Engagement with Landscape Ontario to address industry specific concerns and opportunities	Ongoing engagement with industry partners has resolved issues through education sessions and process improvements.

Red Tape Red Carpet Recommendations

Status of Recommendations (Report ECDEV-04-24 and CM-24-19)

Fulfilled	Establish Pipeline to Permit Committee	Create a committee to provide semi-annual reports on progress in reducing red tape and facilitating investments	Committee has been created for council and staff to effectively meet, bring forward and track complex files and discussions and resolve them collaboratively. This process is supported by a live, real-time dashboard that allows visibility and transparency of development data.
Fulfilled	Chief of Business Development	Establish a position at City Hall to act as the primary outreach for attracting new businesses, overseeing and expediting applications, and reporting progress to City Council and the City Manager.	The Manager of Customer Experience and Planning staff lead on outreach, expediting, and oversight of development applications. The Specialist, Business and Economic Development supports similar functions for small business files. KPIs are being developed to monitor application processing times. Economic Development supports business attraction, while Building & Planning staff coordinate with the Manager or Specialist based on file scope and complexity.
Fulfilled	Key Performance Indicators (KPIs)	Develop and implement targets and KPIs, including timelines for processing business applications, for all staff in planning, building, and development teams.	Staff are updating AMANDA and introducing technology enhancements to extract KPI data for a performance dashboard. KPIs are already complete but more work in the technical elements is currently in progress through BDS
Ongoing	Review Agribusiness Rules, Zoning, and Definitions and Agriculture liason	Review zoning and OP policies related to agriculture, agribusiness and agri-tourism to better support innovation and business success in Burlington's rural areas.	Official Plan updates addressing rural and agricultural areas are underway to align with recent legislative changes. Zoning updates will follow. A strategy regarding the transition of agricultural responsibilities from Halton Region will be presented to Council in Q3 2025.
Fulfilled	Target Completion of Minor Site Plan Reviews and Zoning Clearances within 30 Days	Definition has changed from original and it's no longer 30 but 60	Zoning and Site Plan are distinct processes. City staff consistently meet the 60-day legislative timeline for site plan reviews. The main challenge with 30-day zoning clearance targets is applicant accuracy. Staff are working on tools to improve submission quality and developing dashboards to visualize performance data
Fulfilled	Streamline Zoning and Approval Processes	Optimize zoning, site grading, and Committee of Adjustment processes for faster execution and resolution.	The low-density pre-building approval process has been streamlined through SDAF. SDAP is currently working on applying similar improvements for high-density and complex planning applications.
Fulfilled	Website Optimization	Enhance the City of Burlington website with relevant, informative, and easily accessible content to support businesses.	Communications and Planning staff continue to modernize application forms, web content, and submission materials to enhance usability. The Building Department has updated online directives and FAQs to support applicants.
Fulfilled	Online Application Portal	Implement improved customer service technology, including a self-serve online portal for applicants to submit and track applications.	A limited version of MyFiles was implemented through SDAF. Broader development is ongoing to improve customer transparency and reduce low-value staff work. Current version excludes building permits.
Ongoing	Development Application Review Team	Establish a team to review and provide feedback on development applications before formal submission.	The role of pre-consultation has evolved to support applicant success. While no longer mandatory, it is strongly encouraged. SDAP is refining the process to add value and improve submission quality.

Red Tape Red Carpet Recommendations

Status of Recommendations (Report ECDEV-04-24 and CM-24-19)

Fulfilled	Customer Service Training	Provide customer service training for all staff involved in business development processes.	A multi-departmental service counter has been established at City Hall to provide applicant support across departments. A CX team supports this function, and service culture is embedded across teams.
Fulfilled	Business Feedback Mechanism	Create a mechanism for businesses to provide feedback on their experiences with City processes.	A centralized development portal is in progress to streamline applicant interaction
Fulfilled	Development Charges Review	Conduct a review of development charges to ensure they are competitive and fair.	Watson & Associate's Development Charges Review 2024 completed in May 2024 through report F-04-24
Fulfilled	Community Improvement Plans (CIPs)	Develop CIPs to encourage desired development and revitalization in targeted areas.	A new CIP program has been approved by Council and an implementation update was given April 2025 through DGM-33-25.
Fulfilled	Business Concierge Service	Establish a concierge service to guide businesses through City processes.	Customer Experience roles are active and supporting applicant journeys across file complexity levels.
Fulfilled	Branding Strategy	Develop a clear vision and associated branding strategy for business attraction and development	This is lead by Corporate Communications with contributions from regional and external partners.
Fulfilled	Chief Salesperson Role	Empower the Mayor and Councillors as chief salespeople for Burlington, promoting the city to potential investors. Develop and implement a business retention and expansion strategy.	The Mayor and Council continue to promote Burlington as a prime location for investment, with staff support in advancing a cohesive investment attraction narrative.
Fulfilled	Business Retention and Expansion	Develop and implement a business retention and expansion strategy.	Led by staff responsible for economic development facilitation with a focus on retention through direct business support and local intelligence gathering. This is also supported through regional and external partnerships.
Fulfilled	Red Carpet Program	Develop a program to celebrate and welcome new businesses to Burlington	Delivered through collaboration between Customer Experience staff and external agencies.
Ongoing	Business Advocacy	Advocate for business-friendly policies at regional, provincial, and federal levels.	Business advocacy continues through varous channels including intergovernmental engagement, participation in regional economic discussions and ongoing collaboration across city departments to represent business needs and priorities.
Fulfilled	Transit and Transportation Improvements	Explore Opportunities to Use City Parking Supply as Leverage for Business Attraction	Downtown Parking Plan through Transportation Department
Fulfilled	Innovation and Entrepreneurship Support	Support innovation and entrepreneurship through programs and partnerships.	Tech Place
Fulfilled	Red Tape Reduction Advocacy	Advocate for the reduction of regulatory burdens that hinder business development.	A new zoning by-law is being written with a focus on simplification and alignment. Other regulatory improvements are under continuous review.
Fulfilled	Performance Reporting	Regularly report on the progress of implementing RTRC recommendations	Staff are developing KPIs and dashboards to track performance and reinforce accountability in customer service and continuous improvement.