



Streamlining Municipal Government with business insights & collaboration

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*Municipal red tape & business
supports survey 2019/20*

*Provincial priorities (& economic
recovery) survey 2019/20*

What we'll cover today

- Confidence issues
- Spending opportunities
- Process opportunities
- Measuring success
- Best practices panel with Q&A

View on the Long-term Future of Province

| | Jul 2019 | Nov 2019 | Mar 2020 | July 2020 | Nov 2020 | NET Change (Nov 2019 – Nov 2020) |
|-----------------------|----------|----------|----------|-----------|---|-------------------------------------|
| TOTAL POSITIVE | 62% | 42% | 42% | 36% |  41% | -1 ↓ |
| Very positive | 10% | 6% | 6% | 3% |  5% | -1 ↓ |
| Somewhat positive | 52% | 36% | 37% | 33% |  36% | 0 ↓ |
| Somewhat negative | 27% | 36% | 35% | 43% |  37% | +1 ↑ |
| Very negative | 6% | 18% | 17% | 17% |  20% | +2 ↑ |
| TOTAL NEGATIVE | 33% | 54% | 53% | 60% |  57% | +3 ↑ |
| Don't know/not sure | 5% | 4% | 5% | 3% |  2% | -2 |

Service & Engagement

Customer service

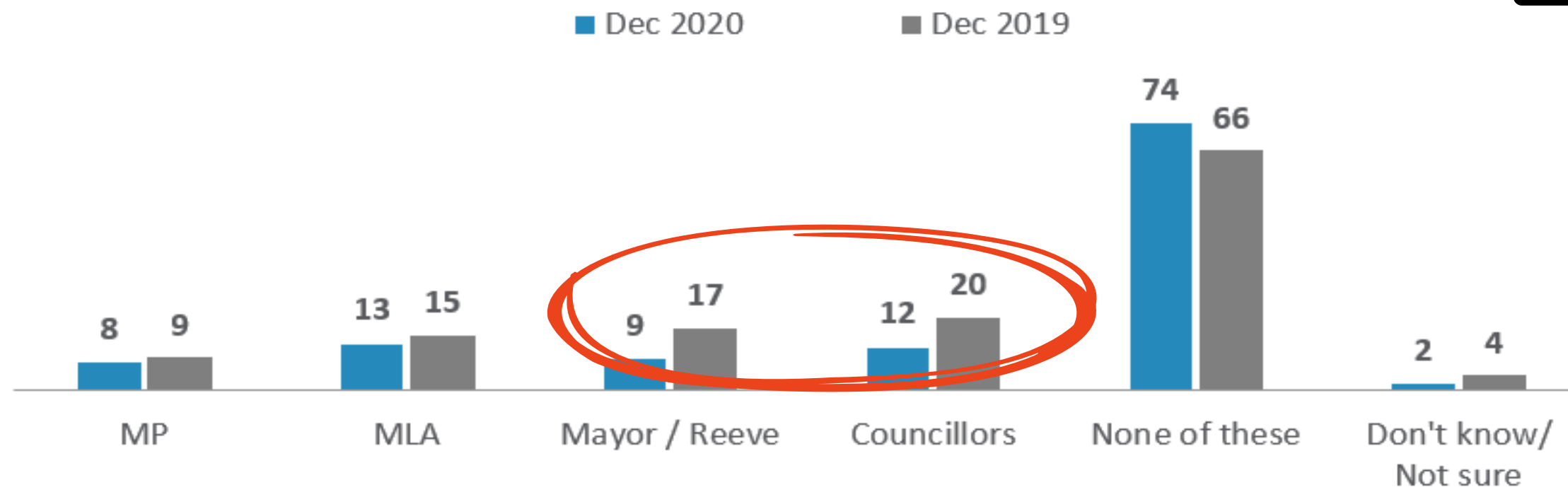
how closely does municipality provide a level of *customer service to your business* that your business provides to clients/customers

| | 2019 | 2020 |
|-----------------------------------|------------|------------|
| Not at all/not too closely | 55% | 71% |
| Very/somewhat closely | 36% | 24% |

Referrals

likelihood of *recommending investing in or setting up a business* in municipality your business operates

Business Contacted to Sustain or Grow Business
(Total sample)



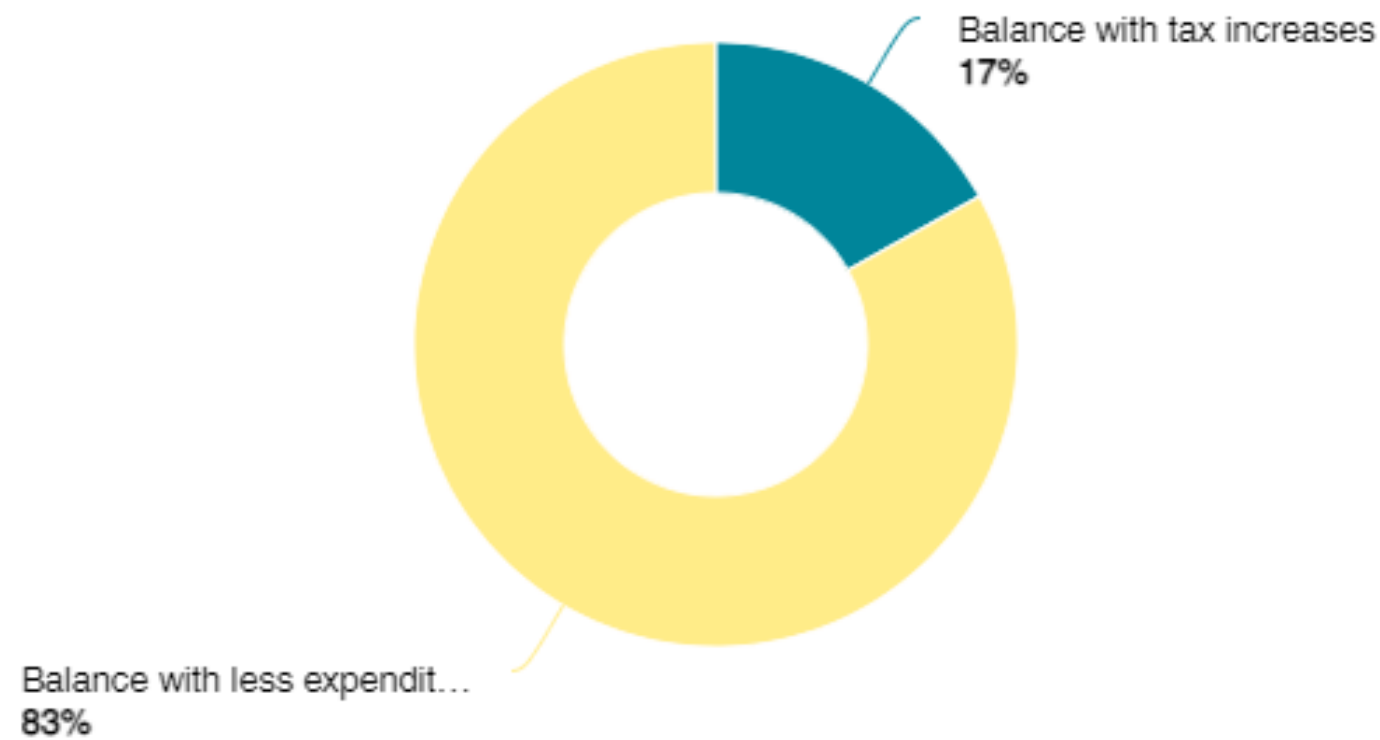
Net Promotor Score
(PROMOTERS minus DETRACTORS)

2020

-39

2019

-32



(2020) Given municipal budget pressures, would you prefer to see a *property tax increase* or a *reduction of expenditures* to balance the budget of the municipality(s) your business operates in?

(very/somewhat acceptable)

- (62%) Increasing or introducing new user fees (e.g. recreation facilities)
- (57%) Reduce spending on public recreation facilities
- (50%) Reduce spending on public transit
- (33%) Reduce spending on other municipal services (e.g. road maintenance, garbage collection, libraries)
- (30%) Increasing rider fees on utility services
- (26%) Reduce spending on local policing
- (24%) Increasing business property taxes
- (19%) Increasing residential property taxes

(2020) Due to the impact of COVID-19, if your local government decided it needed to *raise revenues* or *reduce spending* to balance its budget, how acceptable to you is each of the following?

Top Cost Barriers

| 2020 | 2019 | |
|--------------------------|--------------------------|-------|
| Insurance premiums tax | Insurance premiums tax | ← -63 |
| Small business tax | Small business tax | |
| Municipal franchise fees | Corporate income tax | |
| Municipal utilities | Municipal franchise fees | ← -49 |
| Corporate income tax | Municipal business tax | |
| Municipal business tax | Permitting fees | |
| Permitting fees | Licensing fees | |
| Licensing fees | Redevelopment levies | |
| Business license | Off-site levies | |
| Redevelopment levies | Municipal utilities | ← -7 |
| | <i>Business licenses</i> | ← -1 |

barrier minus **benefit**

Significant Barriers in Development Process
(among those who have Undertaken Renovation/Expansion Project)

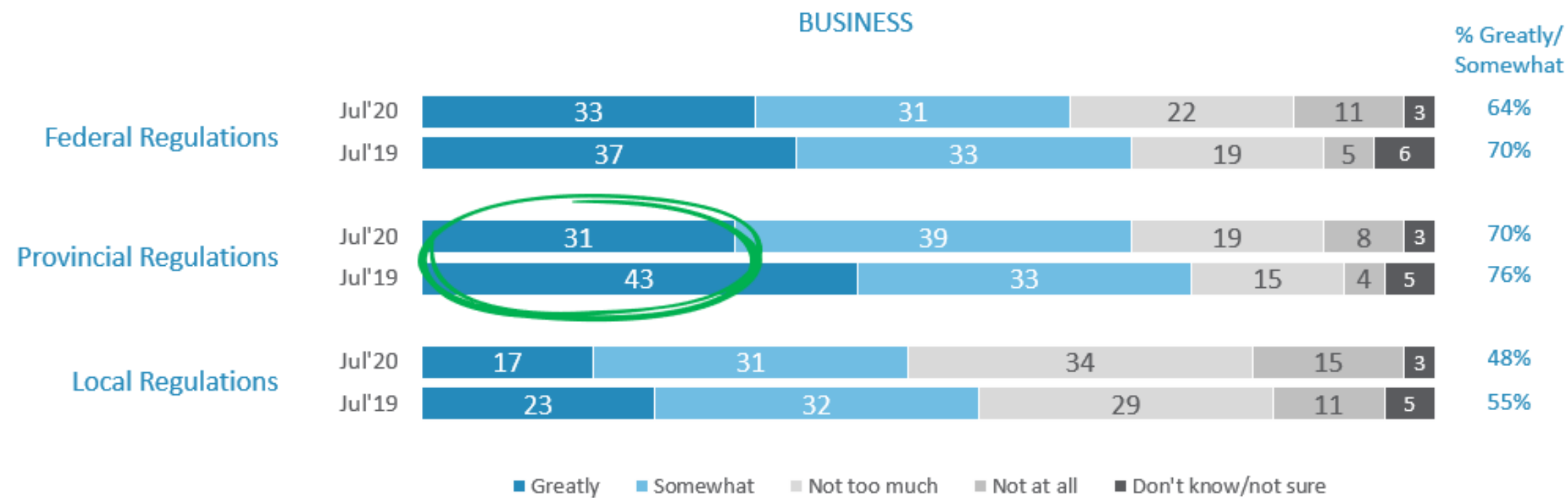


Barriers from Complying with Bylaws/Zoning
(among those who have Undertaken Renovation/Expansion Project)



Uncertainty = discretionary decisions, timelines, subjectivity, complexity, inexperience, misalignment, communication

Improving confidence



Engagement

streamlining task forces

Leverage business insights

data-driven policy solutions

Benchmark

what gets measured gets done

Share knowledge

practices, tools, education

Recognize success

promote good news

To what extent do *regulations* at each of the following levels of government directly and negatively impact your business?



Alberta Chambers business insight community

AlbertaPerspectives.ca

