

Civic Leadership





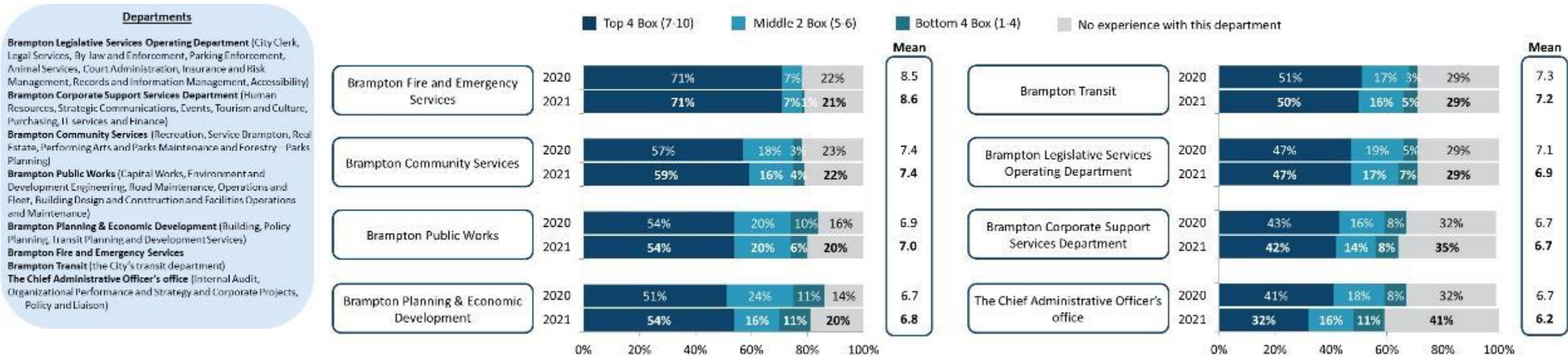
Satisfaction with Quality of Departmental Services

Most business leaders are satisfied with the quality of services offered by the Brampton Fire and Emergency Services department, and are less likely to express satisfaction with other departments, by comparison, consistent with results from a year previous.

Business leaders were asked for their level of satisfaction with eight different services offered by departments in Brampton. Results show that are most satisfied with the quality of services offered by **Brampton Fire and Emergency Services**, with seven in ten once again reporting satisfaction. Fewer participants comparatively report satisfaction with the quality of services offered by **Brampton Community Services**, **Brampton Public Works**, **Brampton Planning & Economic Development**, and **Brampton Transit**. Meanwhile, fewer than one-half report satisfaction towards the quality of services offered by each of the **Brampton Legislative Services Operating Department**, the **Brampton Corporate Support Services Department**, and the **Chief Administration Officer's office**. That said, few participants report dissatisfaction with any of the departments, while a notable minority indicate they have not had any experience with a number of the departments listed. (Table A12a-h)

Satisfaction with Quality of Services Offered by Departments

Ratings on 1-10 Scale, 1=Completely dissatisfied, 10=Completely satisfied



Q.A12a-h: How satisfied are you with the quality of services offered by each of the following departments? (2020: n=111; 2021: n=133) Note: Responses of 'No experience with this department' are excluded from the calculation of the mean.



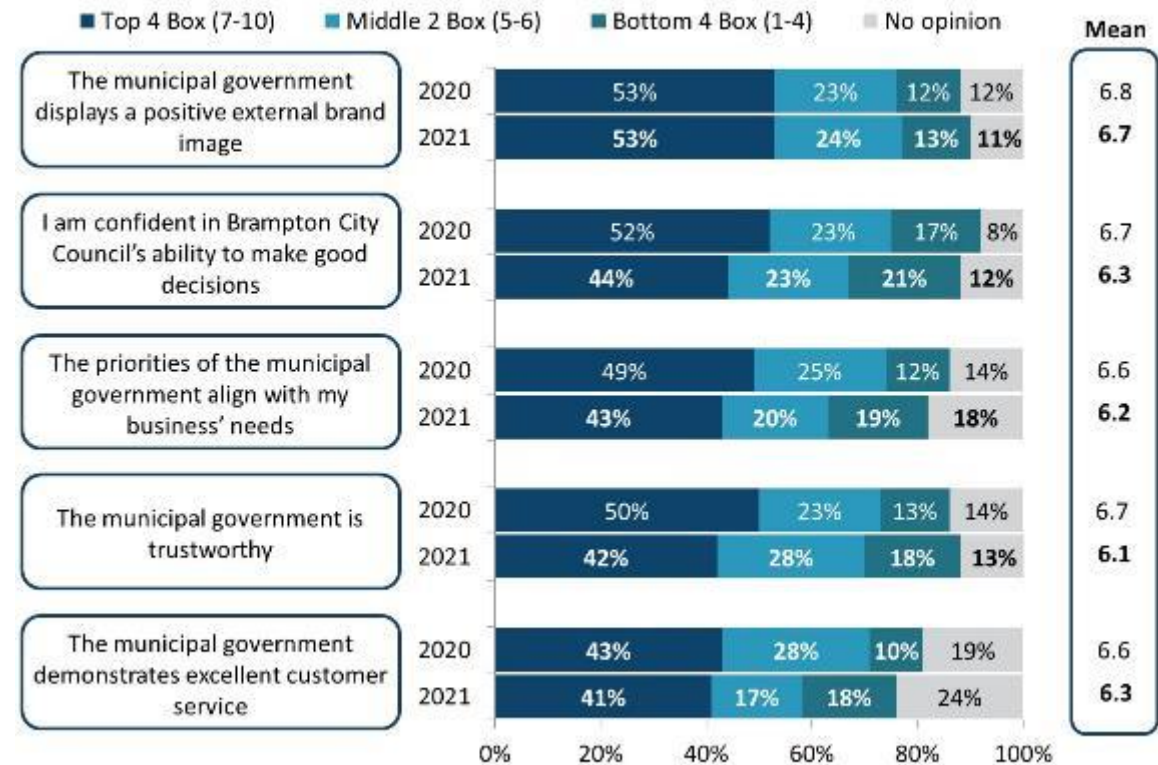
Opinion of Municipal Government

Views of the performance of the municipal government are moderate.

Participants were asked to indicate to what extent they agree or disagree with a list of statements related to the municipal government’s service offerings. Similar to results in 2020, agreement is moderate across the five statements, with no more than one-half agreeing to any, and results dropping in three areas. Only half agree that the **municipal government displays a positive external brand image** (53%; no change), and fewer agree that they are **confident in Brampton City Council’s ability to make good decisions** (44%; down 8 points). In addition, only four in ten agree that **the priorities of the municipal government align with their business’ needs** (43%; down 6 points) or that **the municipal government is trustworthy** (42%; down 8 points). Leaders are least likely to report that the **municipal government demonstrates excellent customer service** (41%; down 2 points). (Table A14a-k)

Agreement with Statements

Ratings on 1-10 Scale, 1=Completely disagree, 10=Completely agree



Q.A14a-k: To what extent do you agree or disagree with each of the following? (2020: n=111; 2021: n=127) Note: Responses of 'No opinion' are excluded from the calculation of the mean.



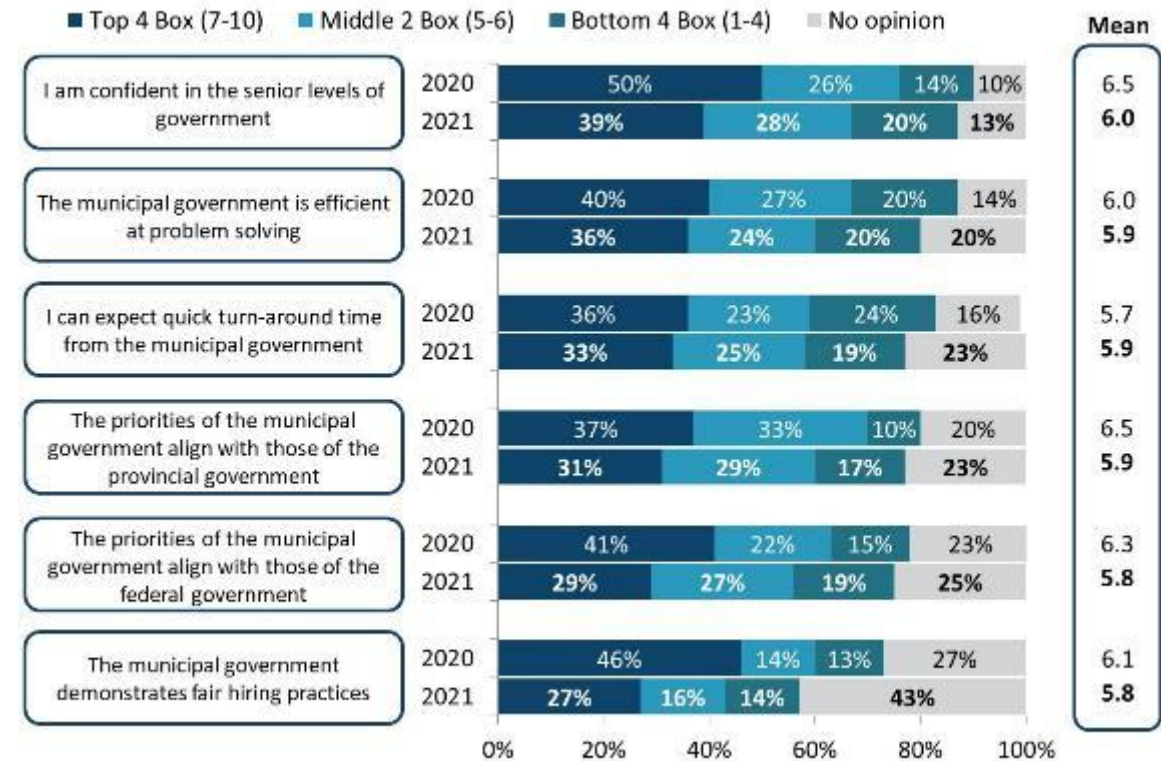
Opinion of Municipal Government

There is decreasing confidence in several key areas of the Municipal Government’s responsibility.

Across the remaining six statements related to the Municipal Government’s performance, opinions have declined, year-over-year. In particular, drops are notable in business leaders’ **confidence in senior levels of government** (39%; down 11 points), that **the municipal government demonstrates fair hiring practices** (27%; down 19 points), and that **the priorities of the municipal government align with those of the federal government** (29%; down 12 points). Only three in ten business leaders agree that **the priorities of the municipal government align with those of the provincial government** (31%; down 6 points), or that **they can expect quick turn-around times from the municipal government** (33%; down 3 points). (Tables A14a-k)

Agreement with Statements

Ratings on 1-10 Scale, 1=Completely disagree, 10=Completely agree



Q.A14a-k: To what extent do you agree or disagree with each of the following? (2020: n=111; 2021: n=127) Note: Responses of 'No opinion' are excluded from the calculation of the mean.



Confidence in the Municipal Government – Comments

Very few business leaders offered any feedback related to the municipal government’s performance this year.

Nearly all survey participants opted to not provide any additional comments on this subject, but a few did offer praise, while others indicated that the *municipal government’s decisions are not always in the best interests of citizens or businesses.*

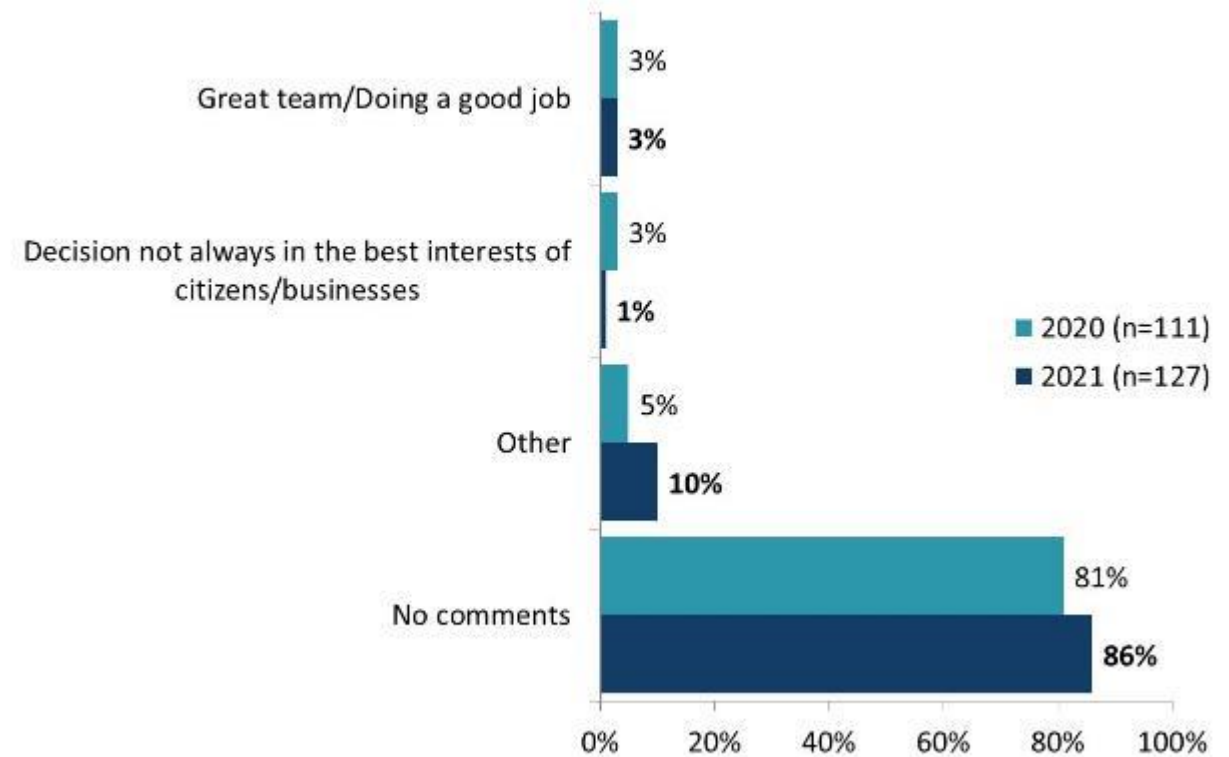
(Table A14aa)

“Slow to react, too much red tape.”

“I would like to see more of direct contact with each group of businesses so the municipal government can have better understanding of problems we are facing.”

Comments on Confidence in the Municipal Government

Total Unaided Mentions



Q.A14aa: Do you have any comments you would like to add about your confidence in the municipal government?



Brampton Business Competitiveness – Advice for City Hall

This year, business leaders advise City Hall to focus on both improving transportation infrastructure and focussing on business growth including attracting new businesses.

While four in ten business leaders didn't have additional advice for City Hall to increase business competitiveness, a few insights are evident from the comments provided. Importantly, one in ten indicated a need to *improve transportation infrastructure*, and a similar number again suggested a more concerted *focus on business growth / attraction of new businesses*. Some called for *lower taxes*, while others mentioned more collaboration and *consultation / work with local businesses*. A few also mentioned general *support for small and local businesses* (a theme across several questions in the survey), as well as a *reduction in bureaucracy or red tape*. New this year, a few participants indicated a need for *improved housing and affordable housing* – a comment that is no doubt also related to businesses struggles with finding and attracting new talent to Brampton. (Table A15).

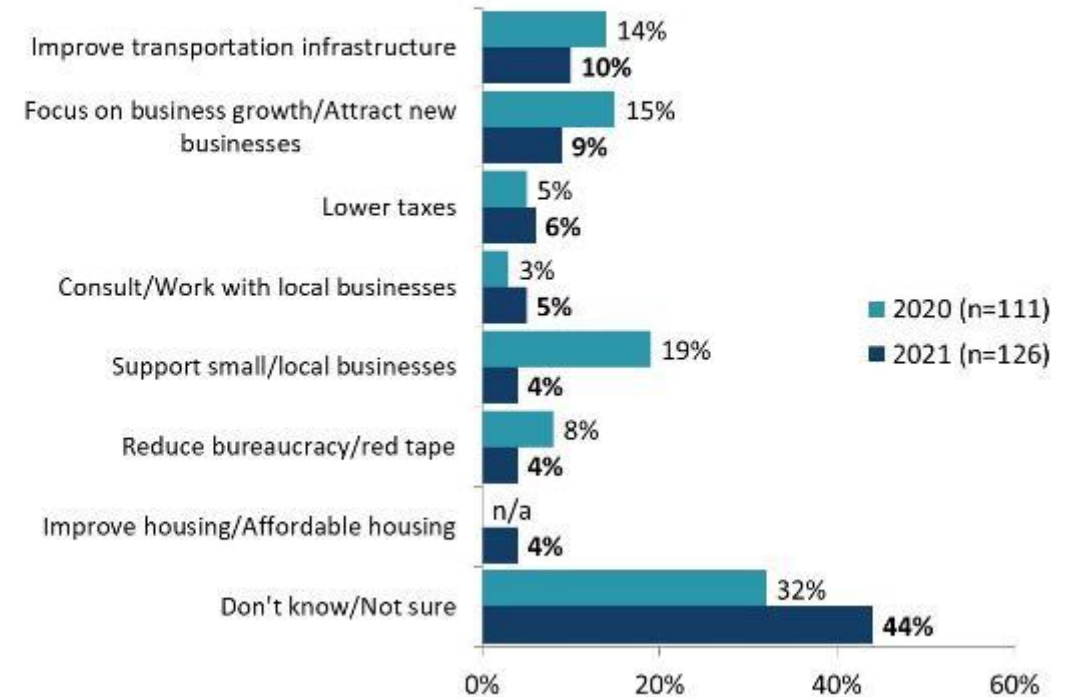
“Continue with the innovation strategy and harness residents at all levels to be engaged in it.”

“Help us with labour related challenges - workforce availability, public transportation, affordable housing, affordable childcare.”

“Take more risks in developing a modern framework that will attract talent and investment to the city. Smart transit. Business conference centres/ summits.”

Advice for City Hall to Increase Business Competitiveness in Brampton

Key Unaided Mentions



Q.A15: What advice do you have for City Hall to increase business competitiveness in Brampton? Please be as specific as possible.



Brampton Business Competitiveness – Advice for Provincial and Federal Governments

When asked to advise provincial and federal government on how to increase competitiveness in Brampton, again, transportation infrastructure is raised, along with improving taxation and supporting and investing in small business.

Taxation is clearly seen as a key area that could help to improve competitiveness, with an increasing number of businesses mentioning this as a suggestion to provincial and federal governments this year (9%; up 4 points). At the same time, businesses reiterate the need for **investment in transportation infrastructure**, a key theme in results this year (9%; up 9 points). Again, there were also calls for general **support and investment in small and local businesses** (8%; down 7 points) and general **investment in infrastructure** (7%; down 10 points), but both of these were mentioned to a lesser extent than a year ago. New this year, business leaders mentioned **investment in education and skills development** (7%), and more general **financing and financial incentives** (4%; no change). (Table A16)

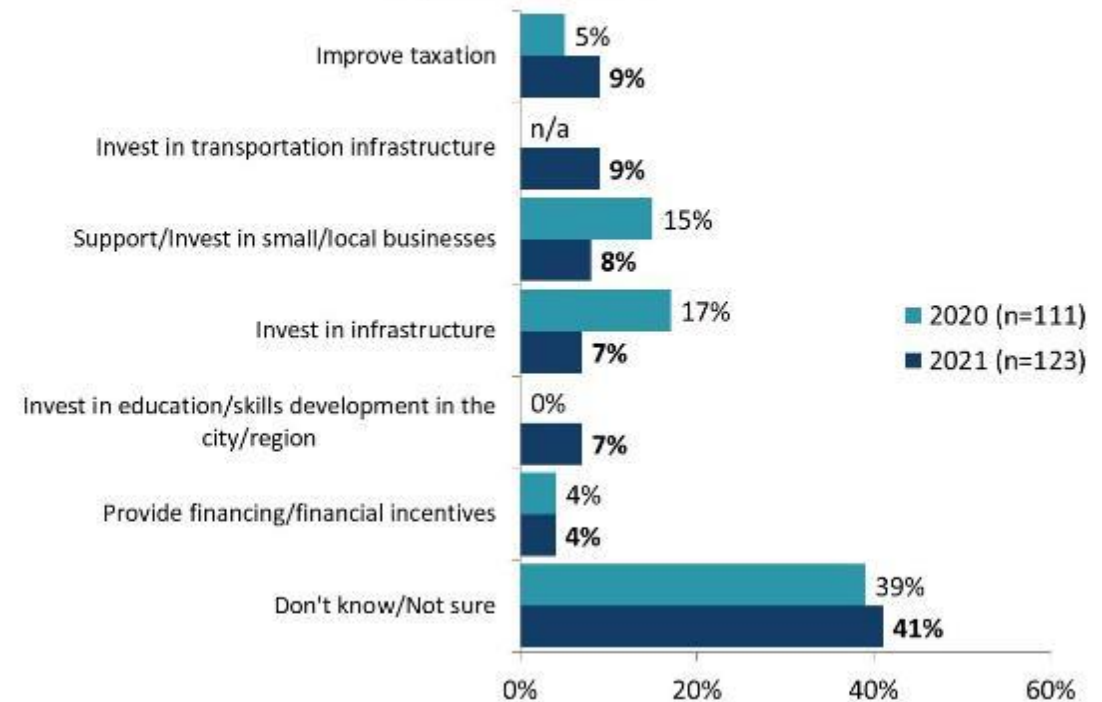
“Provide infrastructure investments, reduce corporate taxes and invest more in educational institutions to drive growth in key sectors such as technology, agriculture and business.”

“Labour & Talent in the Region - we need support in public transit, affordable housing, and child care.”

“Investment, investment, investment. Build infrastructure, invest in people, and bring talent into the region through granting professional equivalencies.”

Advice for Provincial and Federal Governments to Increase Business Competitiveness in Brampton

Key Unaided Mentions



Q.A16: And what advice do you have for provincial and federal governments to increase business competitiveness in Brampton? Please be as specific as possible.

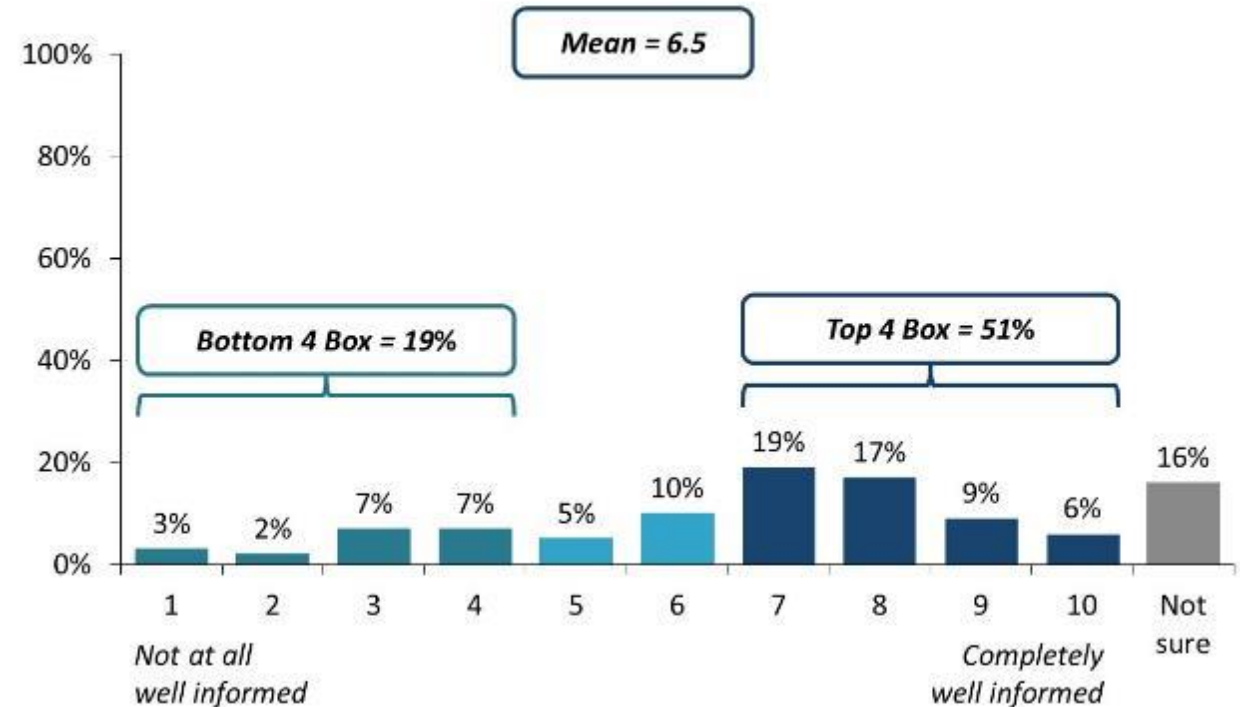


Information about Government Responsibilities

Only half of business leaders feel well informed about which level of government is responsible for decisions that affect them.

Offering a key opportunity for increased education and information, only half of business leaders feel they know which level of government has responsibility for decisions that affect them. (Table A16a)

Well Informed About Which Level of Government is Responsible for Decisions That Affect Your Business?

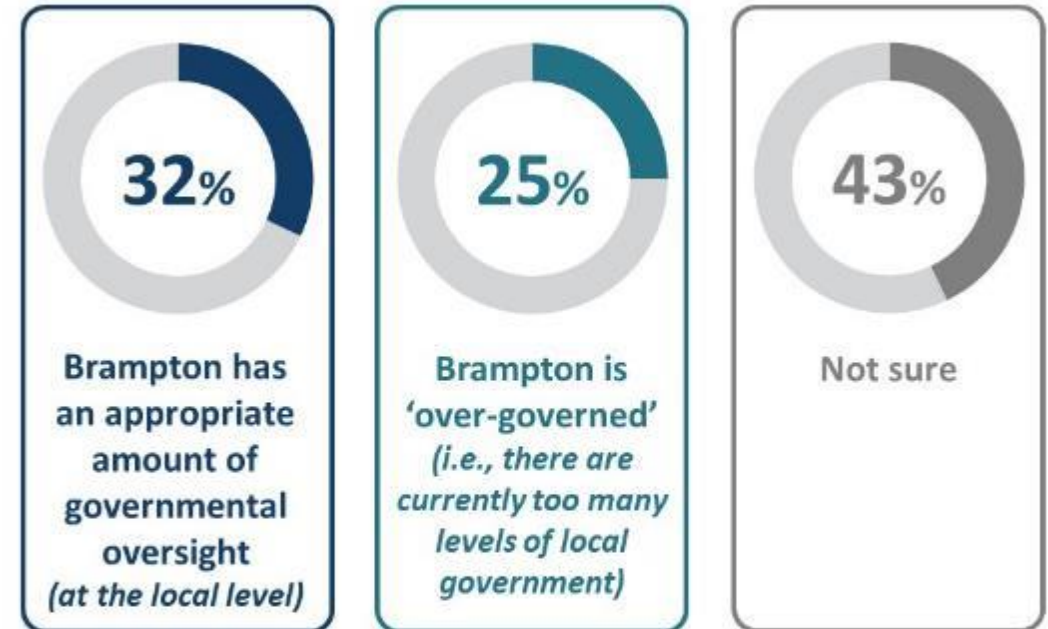


Q.A16a: Overall, how well informed do you feel about which level of government is responsible for decisions that affect your business? (n=122) Note: New question in 2021. Responses of 'Not sure' are excluded from the calculation of the mean.

One third of business leaders feel that Brampton has an appropriate amount of governmental oversight at the local level, while a quarter feel that Brampton is over-governed.

Further emphasizing the need for more information about governmental responsibilities, 43% of respondents were unsure about the amount of governmental oversight. (Table A16b)

Opinion Regarding Local Government

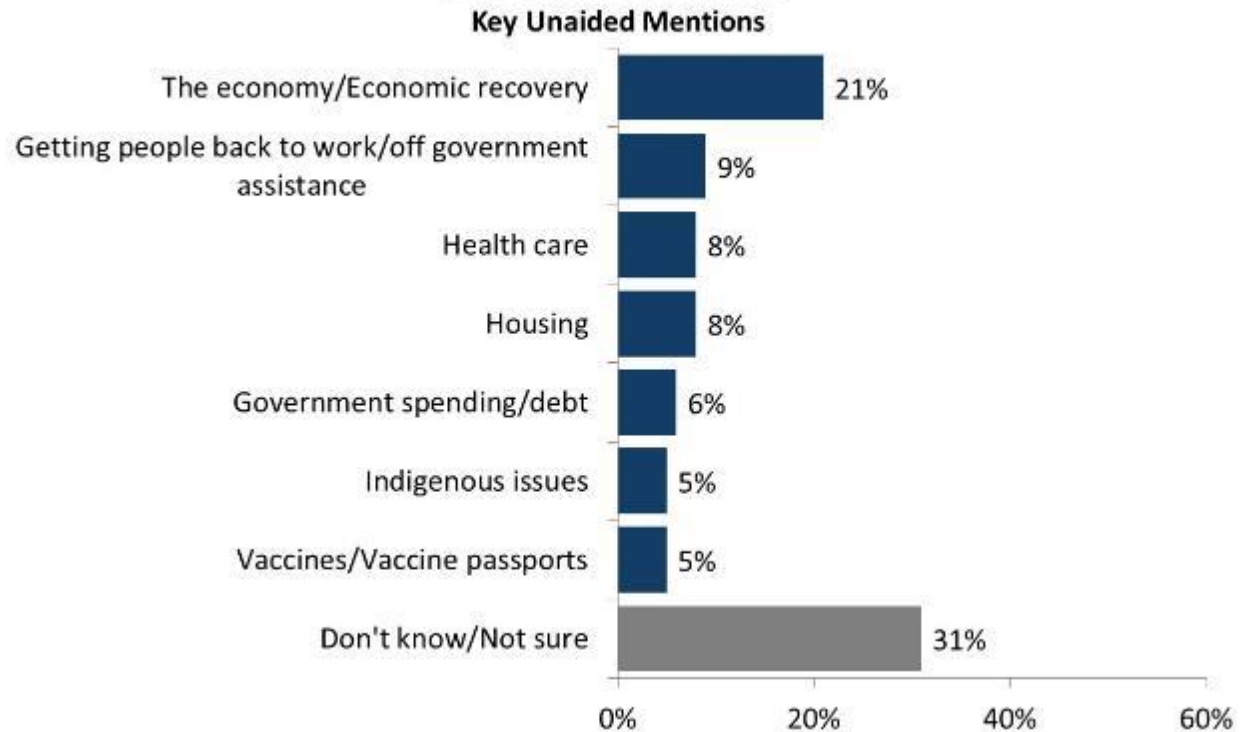


Q.A16b: As you may or may not know, the City of Brampton and the Region of Peel jointly perform municipal services in Brampton that are performed solely by the city government in some jurisdictions. Which of the following statements most closely aligns with your opinion regarding local government? (n=121) *Note: New question in 2021.*

The economy was the key issue Brampton businesses wanted to see addressed in the September election.

The survey period took place during the run-up to, and during the federal election. Prior to the election happening, survey participants were asked what the most important issue was for them. Two in ten identified *the economy/economic recovery* as the most important issue, and relatedly, *getting people back to work* was identified by one in ten. Additionally, *healthcare, housing, government spending, indigenous issues* and *vaccines* were identified, each by fewer than one in ten respondents. (Table A29)

Most Important Issue To Be Addressed in Upcoming Federal Election



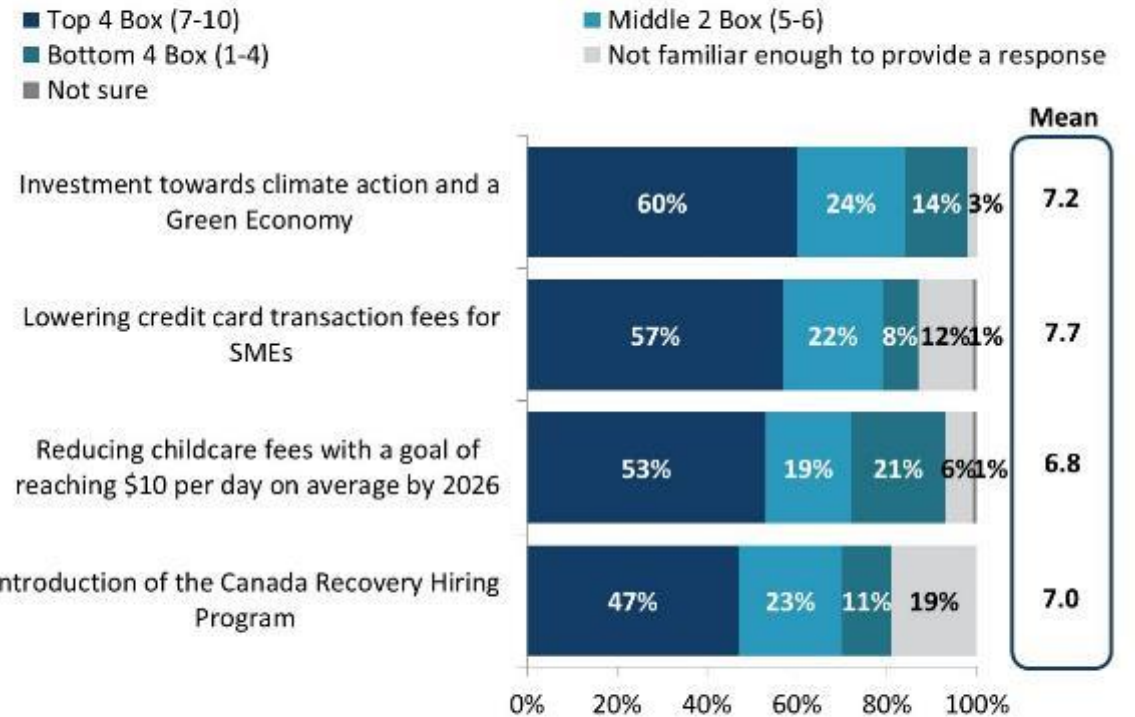
Q.A29: In your opinion, what is the most important issue that should be addressed during the upcoming federal election? (n=77) Note: New question in 2021. Question was removed from survey on September 20, 2021.

There is a general level of support for each of four key budget changes introduced by the federal government in 2021.

Following on from the introduction of a new federal budget, business leaders were asked for their level of support or opposition to four key proposed changes. There is a general level of support for each of the four items, though clearly there is a higher level of support for *investment towards climate action and a green economy* (60% support and a mean score of 7.2). Similarly, there is general support for *lowering credit card transaction fees for SMEs* (notably among retailers), with over half supporting, and a mean score of 7.7. *\$10 a day childcare* is also a popular initiative, with half supporting this idea, though two in ten are in opposition. Less familiar to respondents with two in ten indicating they couldn't provide a point of view, half said they would support *the introduction of the Canada Recovery Hiring Program*. (Tables A30a – d)

Support/Opposition for Proposed Federal Budget Changes

Ratings on 1-10 Scale, 1=Completely oppose, 10=Completely support



Q.A30a-d: The Canadian Government shared the 2021 federal budget earlier this year which proposed a number of changes. Of the few changes outlined below, please indicate the extent to which you support or oppose each. *Note: New Question in 2021. Responses of 'Not familiar enough to provide a response' and 'Not sure' are excluded from the calculation of the mean. (n=110)*