

Civic Leadership





Satisfaction with Quality of Departmental Services

Satisfaction across key municipal government departments experienced large declines in satisfaction ratings this year.

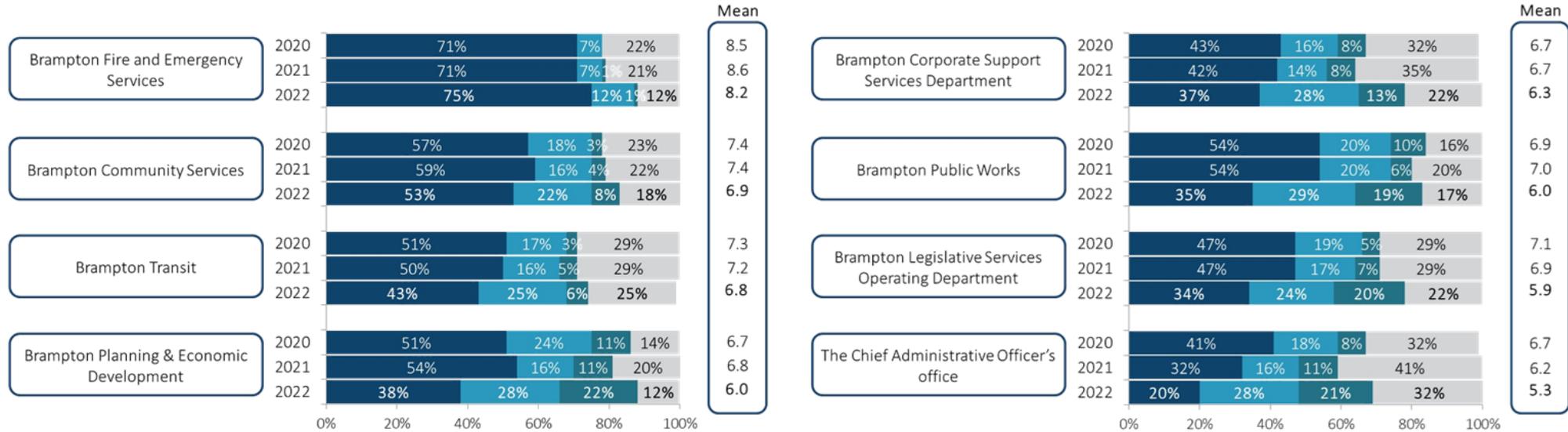
Business leaders were asked about their level of satisfaction with eight different departments run by the City of Brampton. Half of the results are mostly consistent with previous findings except for **Brampton Public Works** (35%; down 19 points), **Brampton Planning & Economic Development** (38%; down 16 points), **Brampton Legislative Services Operating Department** (34%; down 13 points) and **The Chief Administrative Officer's office** (20%; down 12 points) which are showing lower levels of satisfaction as of 2022. However, it must be noted that at least one in ten business leaders do not have any experience with the department, in each case. (Table A12a-h)

Satisfaction with Quality of Services Offered by Departments

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

■ Top 4 Box (7-10) ■ Middle 2 Box (5-6) ■ Bottom 4 Box (1-4) ■ No experience with this department

- Departments**
- Brampton Legislative Services Operating Department** (City Clerk, Legal Services, By-law and Enforcement, Parking Enforcement, Animal Services, Court Administration, Insurance and Risk Management, Records and Information Management, Accessibility)
 - Brampton Corporate Support Services Department** (Human Resources, Strategic Communications, Events, Tourism and Culture, Purchasing, IT services and Finance)
 - Brampton Community Services** (Recreation, Service Brampton, Real Estate, Performing Arts and Parks Maintenance and Forestry – Parks Planning)
 - Brampton Public Works** (Capital Works, Environment and Development Engineering, Road Maintenance, Operations and Fleet, Building Design and Construction and Facilities Operations and Maintenance)
 - Brampton Planning & Economic Development** (Building, Policy Planning, Transit Planning and Development Services)
 - Brampton Fire and Emergency Services**
 - Brampton Transit** (the City's transit department)
 - The Chief Administrative Officer's office** (Internal Audit, Organizational Performance and Strategy and Corporate Projects, Policy and Liaison)



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; 2022: n=130) Note: Responses of 'No experience with this department' are excluded from the calculation of the mean.



Opinion of Municipal Government

Across a variety of statements related to government, including having confidence the provincial or federal government, agreement is mixed.

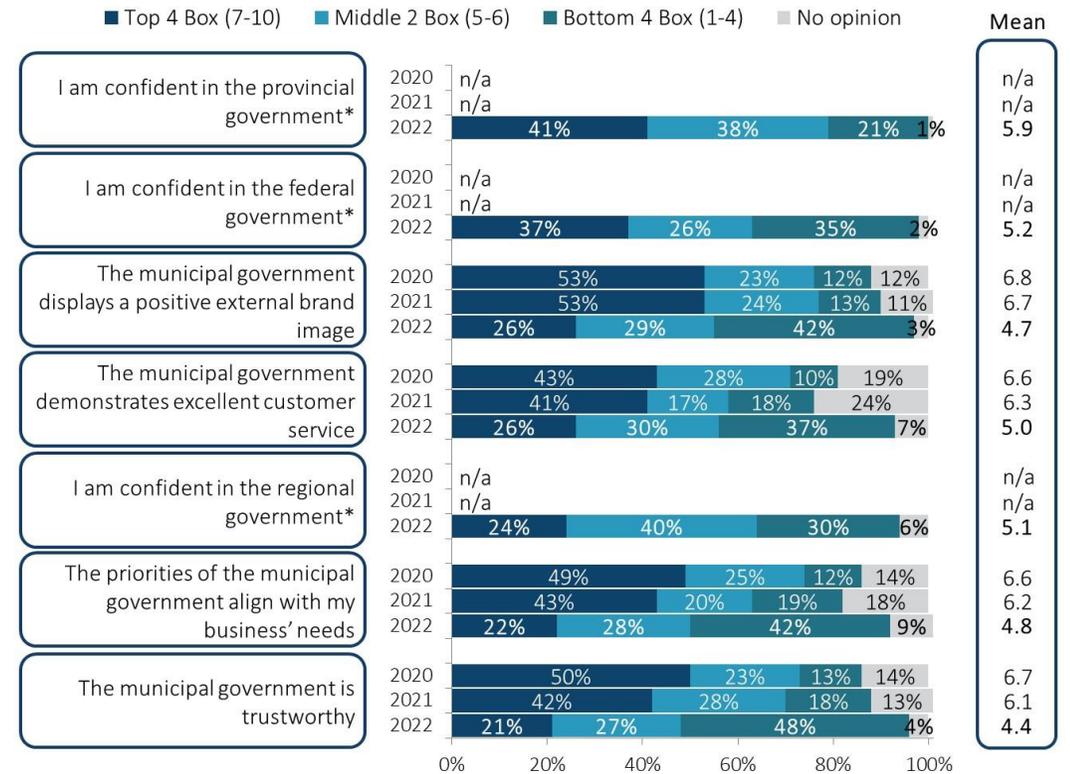
Business leaders were asked to indicate to what extent they agree or disagree with a list of statements related to various levels of government. Agreement is lower in 2022 across statements from last year and moderate with regards to the new statements.

Fewer than one-half of business leaders agree with any of these areas. Far fewer business leaders agree that *the municipal government displays a positive external brand image* (26%; down 27 points) than in 2021. Fewer also agree that *the municipal government demonstrates excellent customer service* (26%; down 15 points), *the priorities of the municipal government align with my business' needs* (22%; down 21 points) and *the municipal government is trustworthy* (21%; down 21 points). There are also low to moderate levels of agreement concerning the new statements from 2022. Namely, approximately four in ten each agree they are confidence in the *provincial government* (41%) and the *federal government* (37%).

When comparing confidence in the three levels of government evaluated, municipal ranks lowest. (Table A14a-m)

Agreement with Statements

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



Q.A14a-m: To what extent do you agree or disagree with each of the following? (2020: n=111; 2021: n=127; 2022: n=130) Note: Responses of 'No opinion' are excluded from the calculation of the mean. *New statement in 2022.



Opinion of Municipal Government

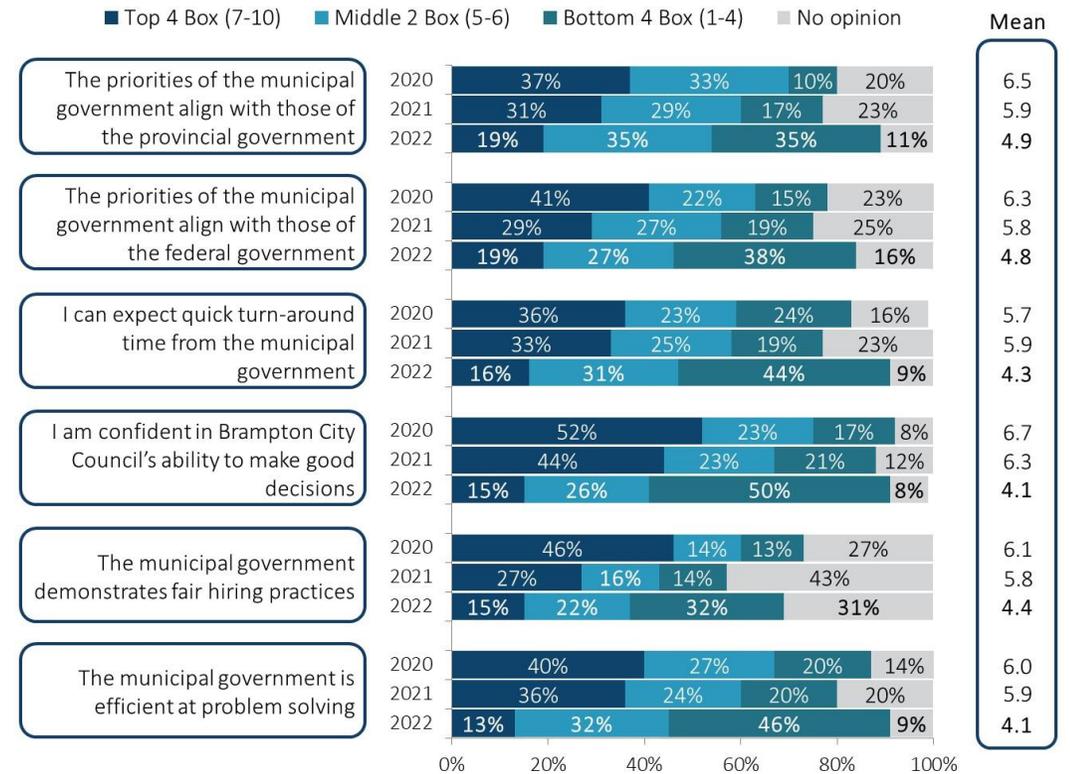
There is decreasing confidence in several key areas of the Municipal Government's responsibility.

Across the remaining six statements related to the Municipal Government's performance, opinions have continued to decline, with each statement dropping in agreement by at least 10 points from last year.

Indeed, only a maximum of two in ten business leaders agree with any of the associated statements. The most significant drop in agreement is **confidence in Brampton City Council's ability to make good decisions** (15%; down 29 points), followed by agreement that **the municipal government is efficient at problem solving** (13%; down 23 points). One in six business leaders agree that they **can expect quick turn-around time from the municipal government** (16%; down 17 points) and that **the municipal government demonstrates fair hiring practices** (15%; down 12 points). Finally, close to 20 percent of business leaders agree that **the priorities of the municipal government align with those of the provincial government** (19%; down 12 points) and that **the priorities of the municipal government align with those of the federal government** (19%; down 10 points). Overall, there is much opportunity for improvement. (Table A14a-k)

Agreement with Statements

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



Q.A14a-m: To what extent do you agree or disagree with each of the following? (2020: n=111; 2021: n=127; 2022: n=130) Note: Responses of 'No opinion' are excluded from the calculation of the mean.



Confidence in the Municipal Government – Comments

Two-thirds of participants had no comments with regards to confidence in the Municipal Government, though those that did provide commentary called for greater focus on constituents, more local support and better transparency.

Given the opportunity to share any further comments towards their confidence with the municipal government, two-thirds opted to not provide any additional comments on this subject. The most common comments this year was that **city council is lacking unity/has internal issues** (8%), and are **focused on their political careers rather than their constituents/Brampton** (5%), followed by other comments made by a small proportion each. (Table A14aa)

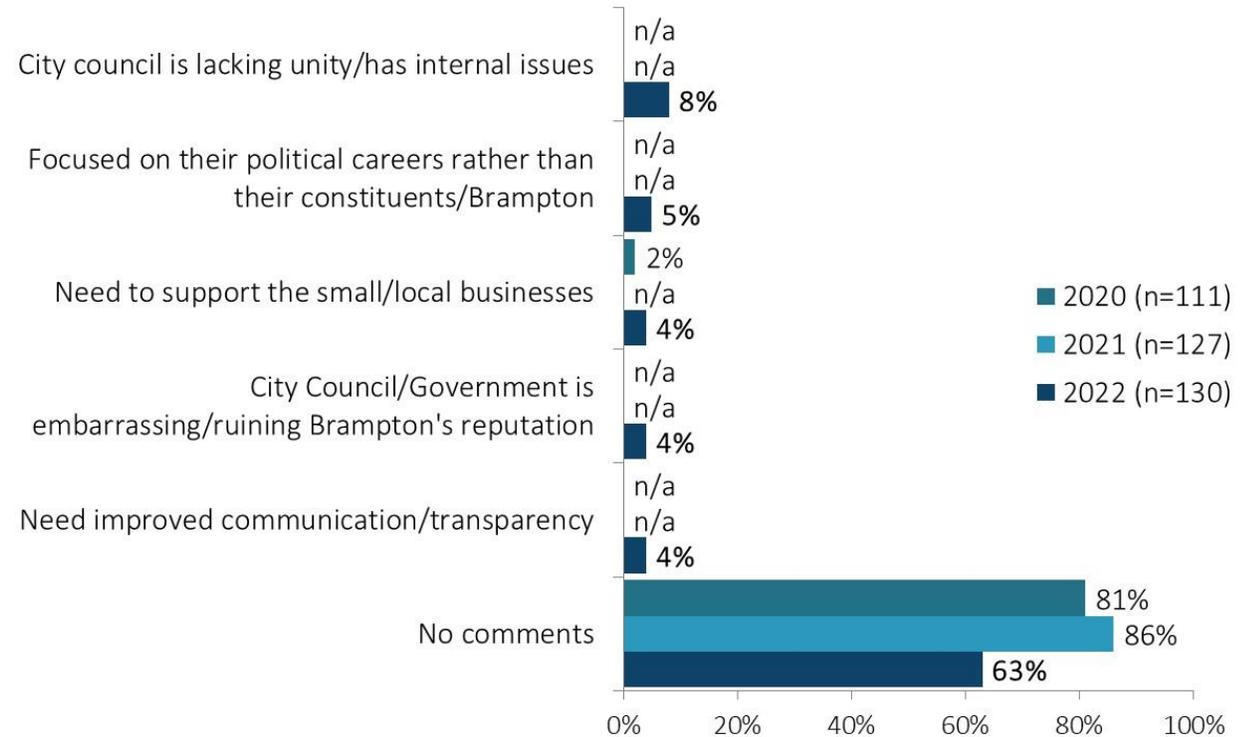
“They need to recognize small businesses more, especially women and minorities (Black).”

“The City of Brampton has the right mindset for growing businesses and raising awareness of speed bumps.”

“It seems that municipal leaders are more concerned with being elected than championing progressive ideas to better Brampton. We need a council that puts “sides” aside and starts working for Brampton.”

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

To increase business competitiveness in Brampton, business leaders want City Hall to focus on improving the image of the city.

Unaided, business leaders were asked what advice they would offer City Hall to improve business competitiveness in Brampton. While one-third of business leaders did not share any advice for City Hall, there were many helpful mentions such as **improve the image of the city**, mentioned by one in ten, **stop infighting/work together** was suggested by some and several called for **lower taxes**. A few mentioned to **focus on business growth/attract new business**, as well as **support small/local businesses**, with both of these mentions being down significantly since 2020. There were several other mentions each reported by a small number. (Table A15).

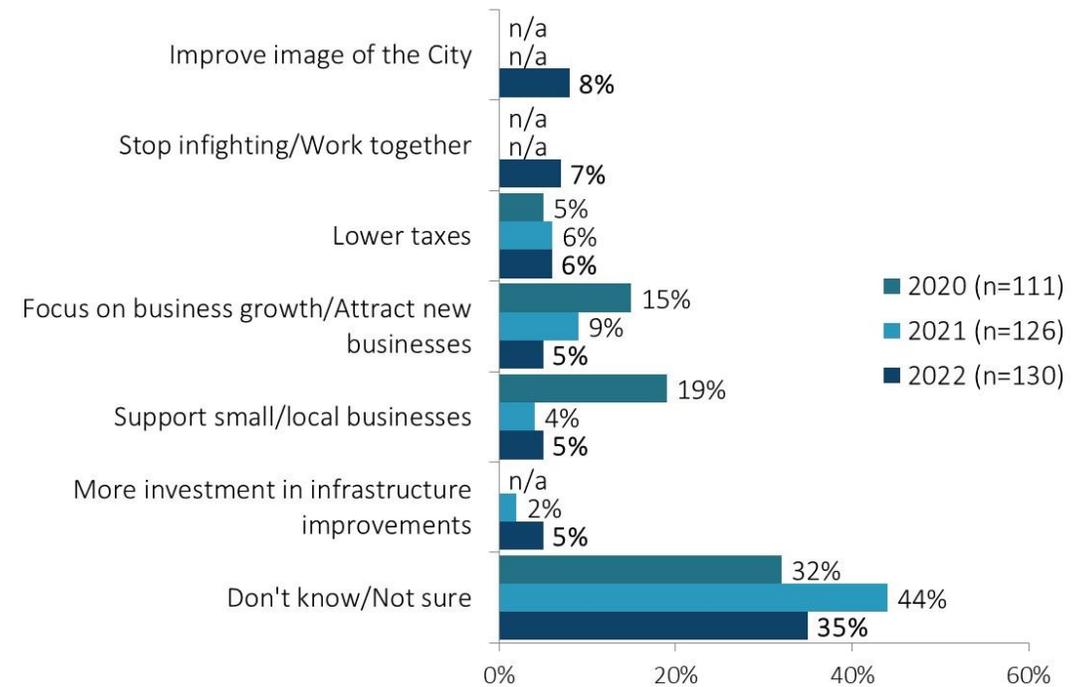
“Need to engage small businesses more. Need to integrate businesses. Need to have events “know your community and businesses” organized by the City of Brampton.”

“Focus more on infrastructure improvement and service quality than achieving a ‘0% tax increase’.”

“Brampton needs to improve its image. Most people do not want to come to Brampton anymore. Everyone I talk to wants to get out.”

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

A wide variety of advice is offered to the provincial and federal governments to increase business competitiveness in Brampton.

Similar to municipal government, respondents were asked, unaided, to share any advice they would have with the provincial and federal governments. **Investing in infrastructure** is the most common piece of advice from business leaders (9%; up 2 points), as well as **reducing bureaucracy/red tape** (9%; up 6 points). Both **providing financing/financial incentives** (7%; up 3 points) and **improve housing/affordable housing** (7%; up 4 points) are mentioned more often this year and **reduce spending/reduce government** makes the top list of mentions for the first time (6%). It should be noted that one-third of business leaders had no advice for the provincial and federal governments. (Table A16)

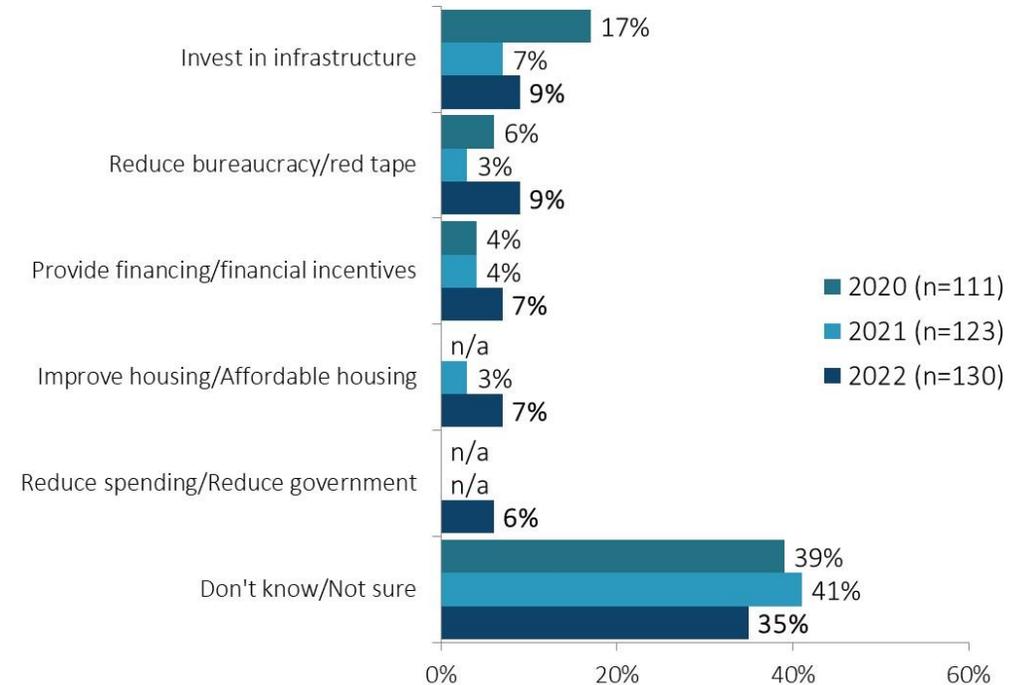
“Focus on infrastructure (transportation, housing, support of international students/immigrants transitioning to become an integral part of our economy) so businesses can attract and retain good talent.”

“Increase communication, develop more specific strategies, and include small and large businesses at the table.”

“Please continue to support the diversification of our supply chains and access to new markets.”

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.



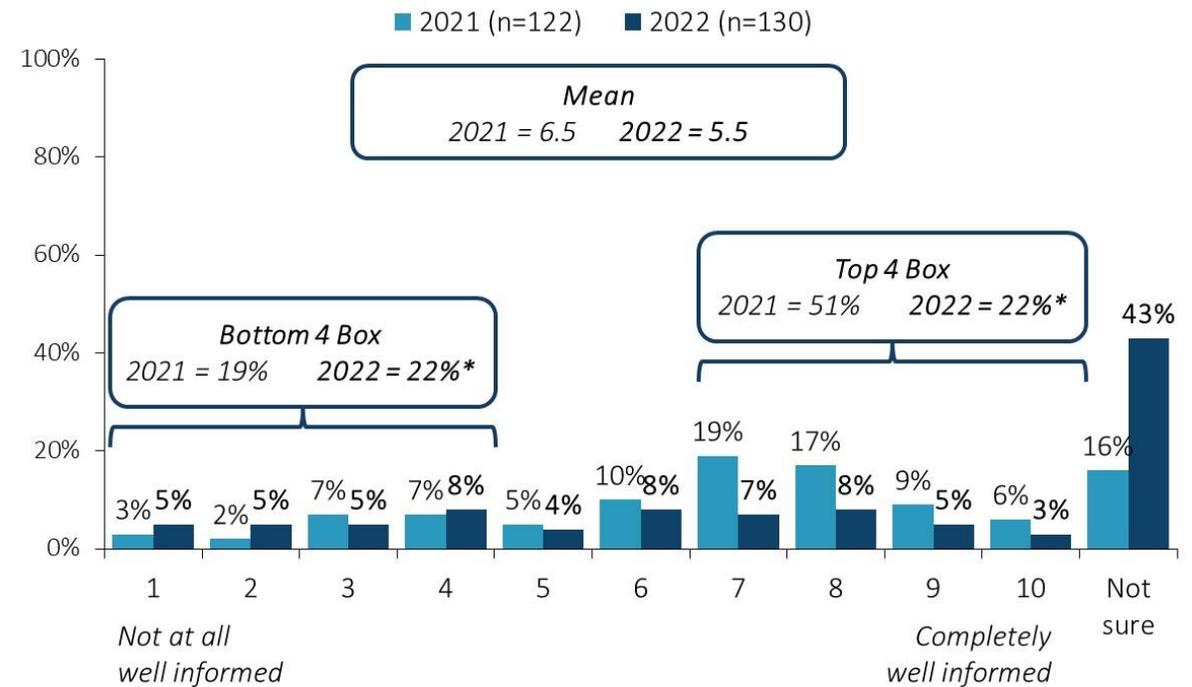
Information about Government Responsibilities

Down from last year, businesses are feeling less informed as to which level of government is responsible for decisions that affect them.

Overall feelings of being informed about which level of government is responsible for decisions that affect their business is significantly down from one year ago. Two in ten business leaders currently feel informed (22% offering scores of 7 to 10; down 29 points) and an equal proportion currently feel uninformed (22% offering scores of 1 to 4; up 3 points). Most notably, this shift in results is attributed to a much greater proportion indicating they are **unsure** (43%, up 27 points)

Organizations that have been in business longer are more likely to offer top box (7 to 10) scores with regards to how informed they feel about which level of government is responsible for decisions that affect their business. In contrast, businesses of fewer than 10 employees are most likely to feel uninformed (offering scores of 1 to 4). (Table A16a)

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



Q.A16a: Overall, when considering city versus regional services, how well informed do you feel about which level of government is responsible for decisions that affect your business? *Note: New question in 2021. Slight question wording change in 2022. Responses of 'Not sure' are excluded from the calculation of the mean. *Due to rounding.*

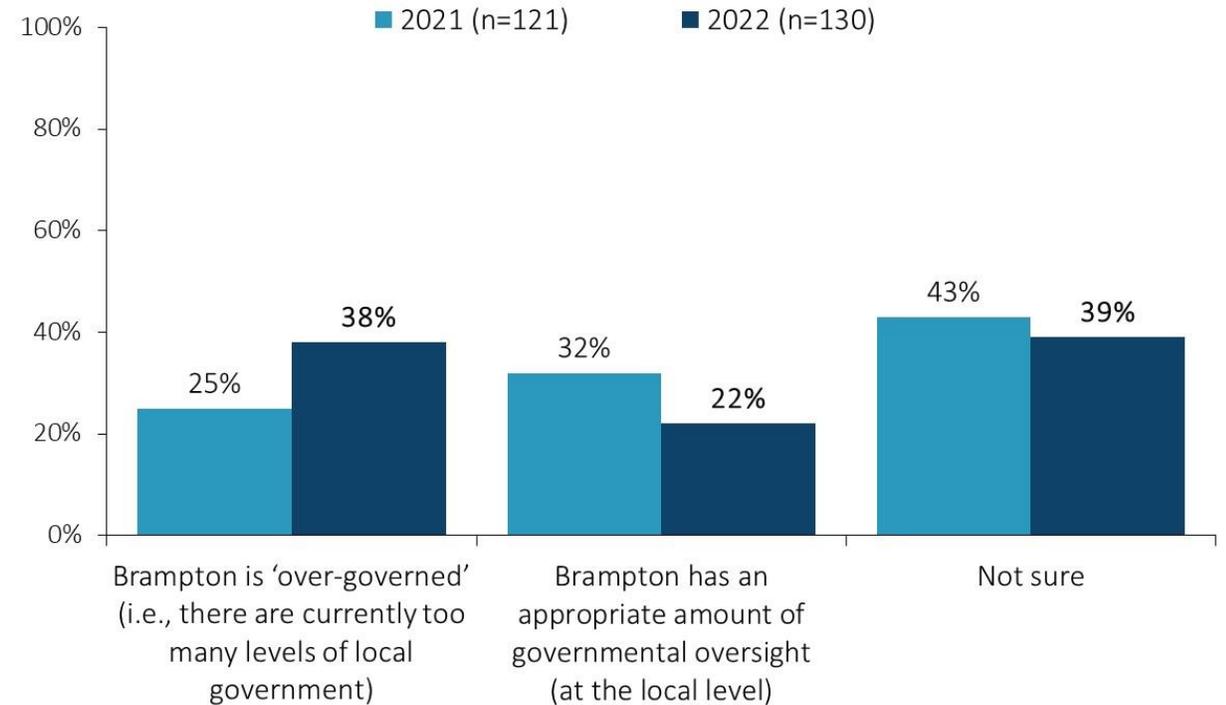


Just two in ten business leaders feel that Brampton has an appropriate amount of governmental oversight at the local level, a greater proportion feel 'over-governed'.

There is a larger proportion this year, at four in ten business leaders, who feel that Brampton is 'over-governed' (38%; up 13 points). Notably, four in ten are unsure, highlighting an opportunity to provide further information on governmental responsibilities.

Businesses with 50 or more years in operation are more likely to agree that Brampton has an appropriate amount of governmental oversight (at the local level). That said, organizations with fewer employees more commonly say that Brampton is 'over governed.' (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? *Note: New question in 2021.*

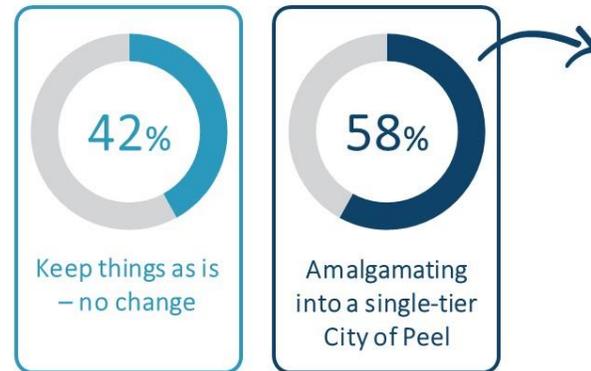


Many businesses feel that amalgamating into a single City of Peel would be the best way forward.

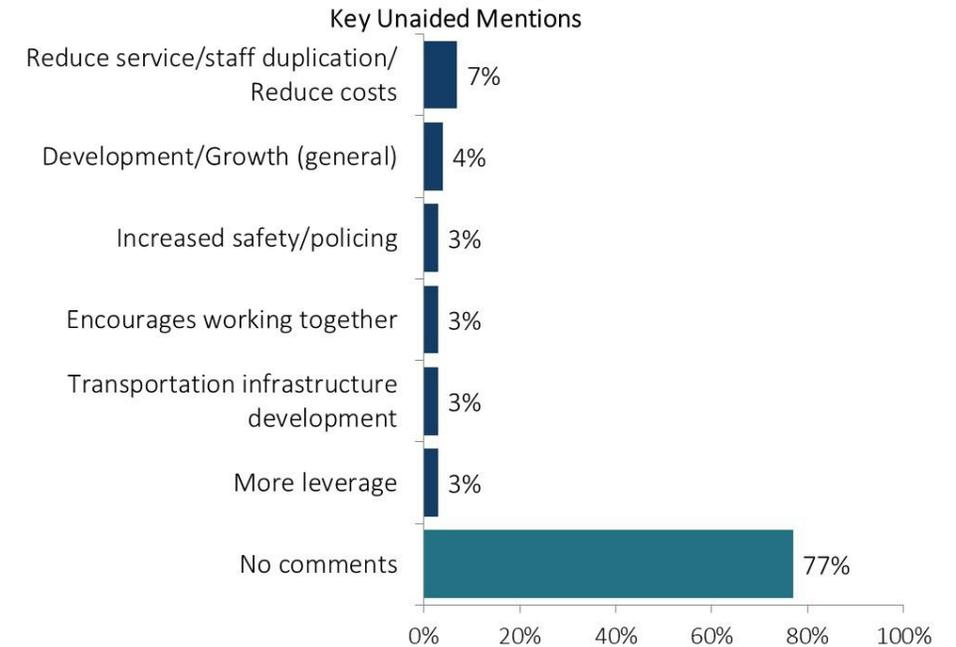
Overall, more than half of business leaders feel that the best way forward for Brampton is the amalgamate the city and regional government into a single-tier City of Peel. While many didn't offer additional comments on how the municipal reform would best benefit Brampton, the most common mentions include **reduce costs by reducing duplicate roles/staff**, and **development/growth**, among others.

Businesses in operation of 50 or more years were most likely to comment how a municipal reform could **encourage working together**.

Best Way Forward Regarding Brampton Currently Having Both a City and a Regional Government



Comments on How Municipal Reform Can Best Benefit Brampton



Q.17: As you may or may not know, Brampton currently has both a city and a regional government. In your view, what would be the best way forward? (n=130) | Q.17a: [IF AMALGAMATE IN Q.17] Do you have any comments on how municipal reform can best benefit Brampton? (n=75) Note: New questions in 2022.