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To: ["Direct to Mayor and Council - DL"](#)
Date: 5/16/2022 9:50:10 AM
Subject: [Greater Vancouver Board of Trade Member 2022 Municipal Election Survey Results](#)
Attachments: GVBOT Municipal Election Survey Presentation-Final.pdf

Dear Mayor and Council,

Attached are the recently-published results of the Greater Vancouver Board of Trade (GVBOT) Member 2022 Municipal Election Survey Results, outlining their members' top municipal issues and perceptions of how well the City has been handling them.

The 2022 Municipal Elections Survey contains data collected from 180 Greater Vancouver Board of Trade members between April 4 - 22, 2022. Here is a summary of the survey's findings:

Ease of doing business/Interface with City Hall

- ☐ The survey found that more than two-thirds (68%) of respondents believe it has become harder to do business in the region in the last five years, with nearly the same number (67%) indicating that the possibility of businesses closing due to rising costs is a **major concern**.
- ☐ According to the businesses surveyed, the top five issues facing municipalities are: permitting, licensing and red tape reduction (50%), housing (48%), crime and public safety (44%), economic or business-friendly policies (44%) and taxes (35%).
- ☐ Businesses were most satisfied with their local governments' response on core services, climate change, culture, and reconciliation with Indigenous peoples. Members were most unsatisfied with the response on homelessness (68%), housing (68%), ease of doing business (58%), and public safety (47%).
- ☐ In order to spur economic recovery, businesses are looking to municipalities to redouble their efforts to streamline services for business owners.
- The vast majority of businesses surveyed (88%) think more coordination between municipalities on economic development and licensing is needed.
- Nearly three-quarters (72%) of businesses surveyed believe local governments need to better plan for the housing, infrastructure and services growth required to meet the needs of a growing population.
- Only a small minority (10%) of respondents believe increased property taxes have been invested in a way that improves city services.
- Improving services for businesses is a high priority for respondents, with less than a third (31%) reporting a somewhat positive/helpful experience engaging with local government on issues relating to their business.

Transit

- More transit investment remains key to combating congestion, with more than half (62%) of respondents believing the region needs more investment in transit to keep up with the needs of the population, with broad support for extending the SkyTrain to UBC (83%), Rapid Transit to the North Shore (81%), and SkyTrain to Langley (76%).

2030 Winter Games

- A substantial majority of respondents (71%) support an Indigenous-led bid for Vancouver to host the 2030 Olympic Winter Games.

Employment lands

- Businesses surveyed support a range of options to address the diminishing supply of employment lands for industry, including the creation of an industrial land reserve (49%), densification and intensification of industrial land (45%) and preservation zoning (37%).

Housing

- Housing availability and affordability are making it challenging for businesses to recruit and retain talent, and there is strong support in the business community for aggressive action from governments to address the problem.
- A strong majority of survey respondents (83%) indicated the cost of housing in Greater Vancouver has a large impact (40%) or some impact (43%) on their ability to recruit or retain employees.
- Survey respondents strongly support municipal zoning changes to allow various kinds of multi-family units to be built in areas currently zoned for single-family detached homes, with a strong majority (70%) supportive of upzoning all or some areas.
- Most respondents (79%) support provincial intervention if cities reject affordable housing projects, but a third (32%) of all respondents indicated that proposed legislation is too heavy-handed.
- The business community expressed support for municipalities prioritizing supply-side housing policies (45%) while recognizing the importance of policies addressing both supply and demand (44%).

Best,
Paul

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Sk̓w̓w̓ú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.



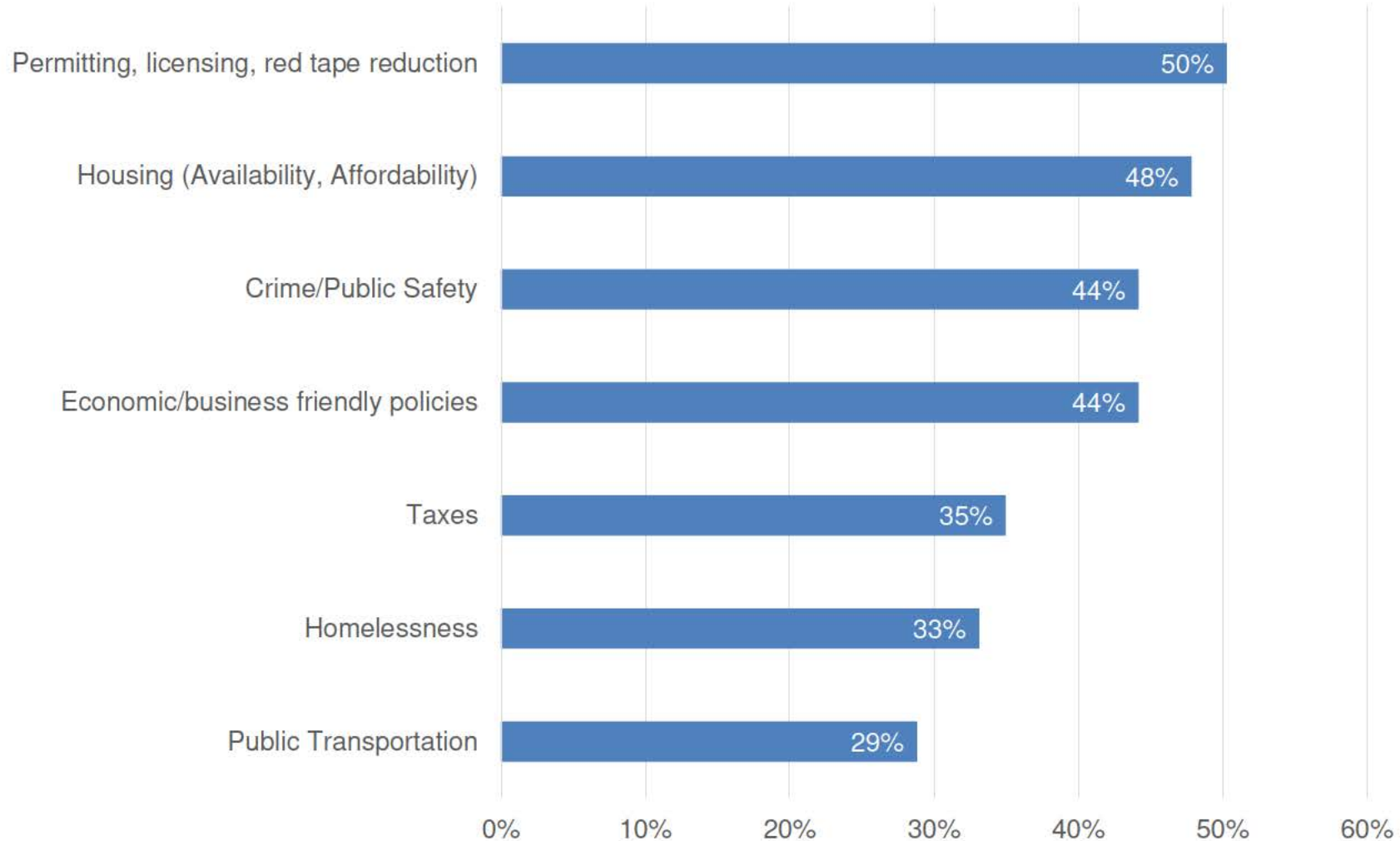
GREATER VANCOUVER
BOARD OF TRADE



2022 Municipal Elections Survey Results

General Issues

Top Municipal Issues for Businesses



How have municipal governments responded to these issues?

Members were most satisfied with how municipal governments responded to the following issues:

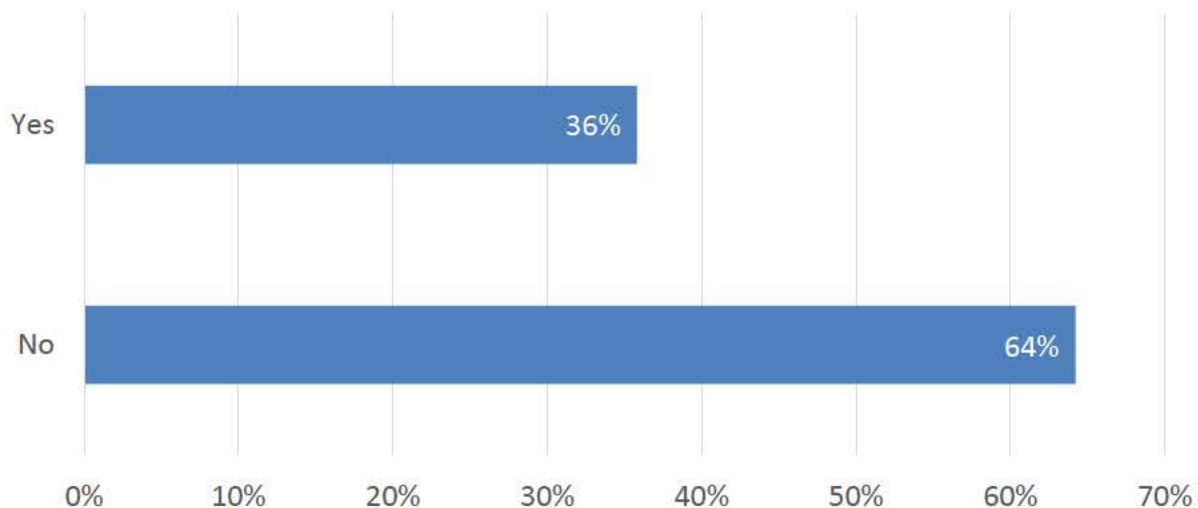
1	Core Services (cleanliness, trash collection, etc.)
2	Climate Change
3	Culture/Community
4	Reconciliation with Indigenous Peoples
5	Transportation

Members were most unsatisfied with how municipal governments responded to the following issues:

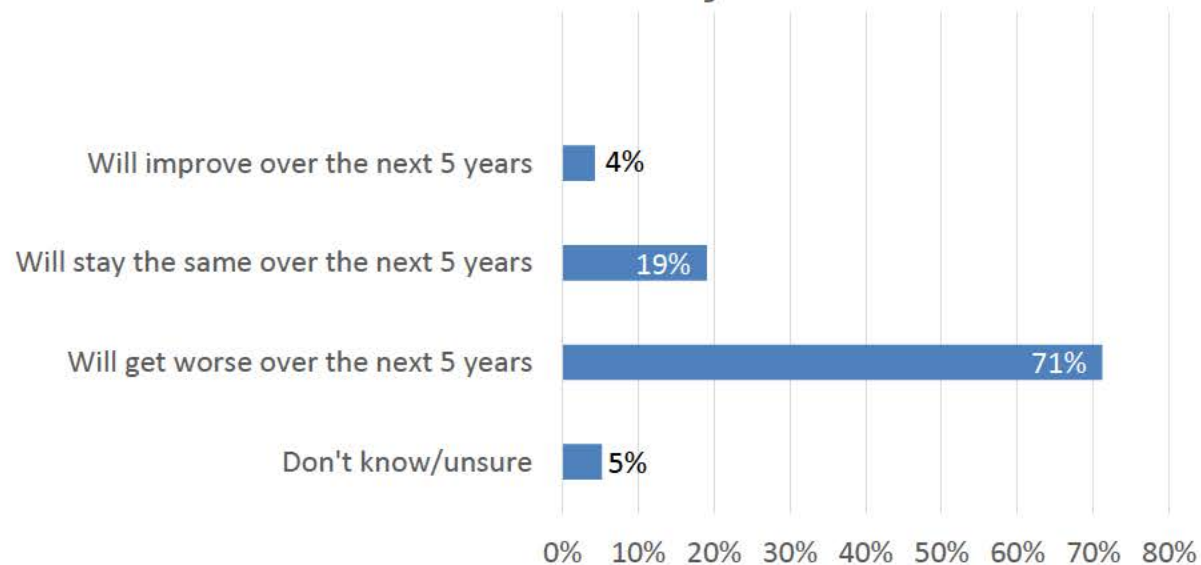
1	Homelessness
2	Housing
3	Fiscal Responsibility
4	Ease of Doing Business
5	Public Safety

Affordability Concerns

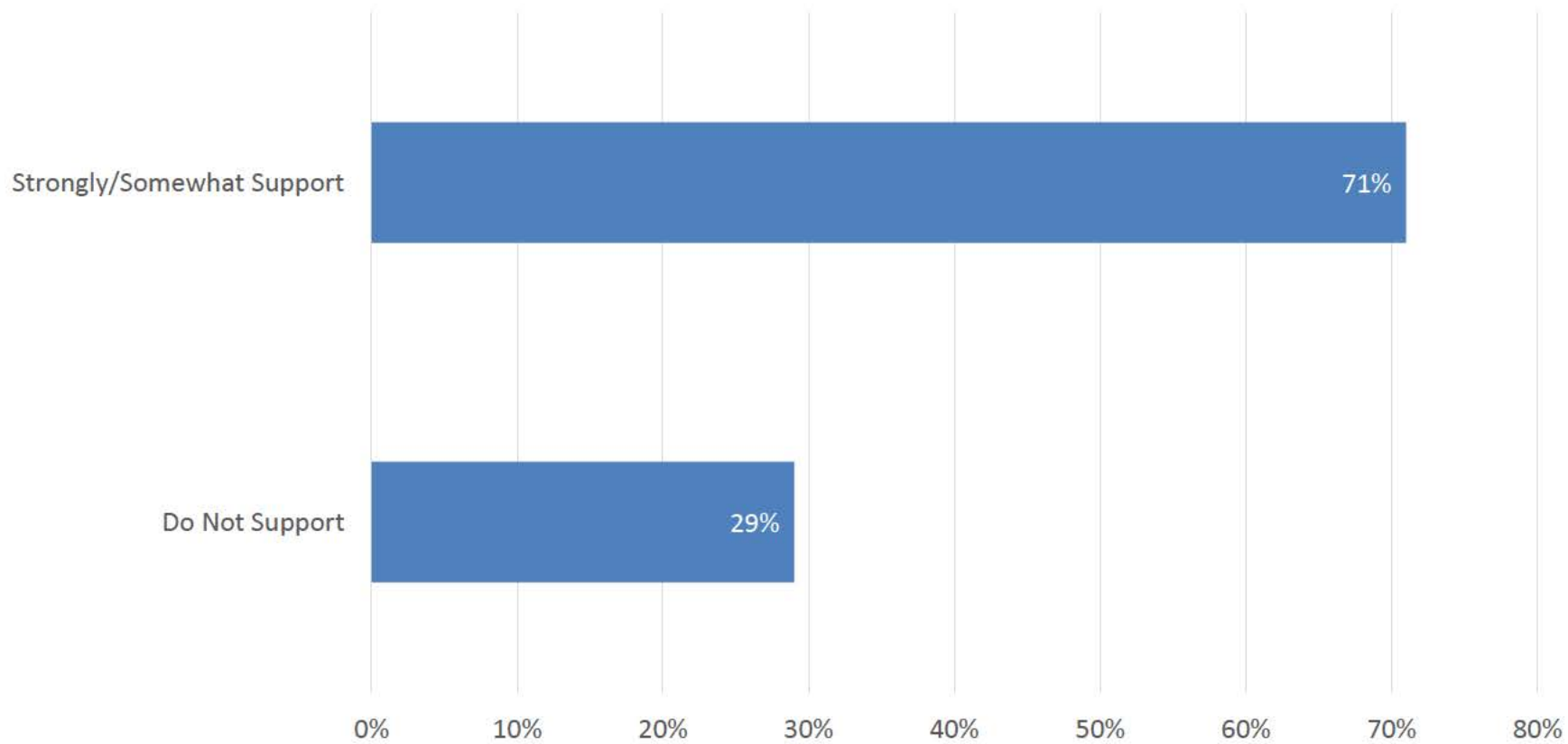
Have you considered relocating your business away from the Greater Vancouver region due to affordability concerns?



How do you feel about the future of the region in terms of quality of life and affordability?



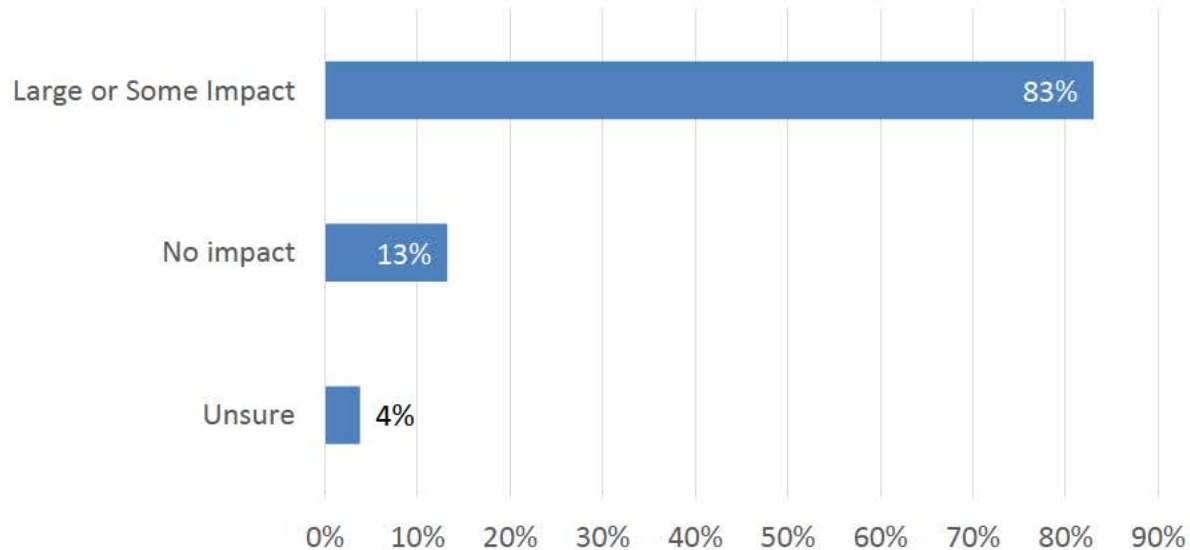
Would you support an Indigenous-led bid for Vancouver to host the 2030 Winter Olympics?



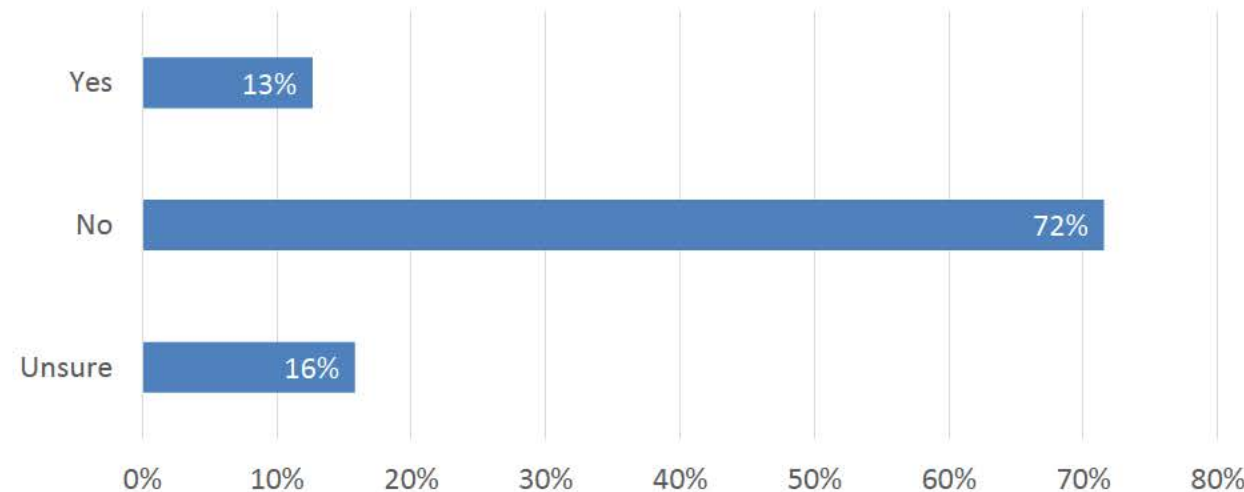
Housing

Housing Planning and Affordability

**Has your ability to recruit or retain employees
been affected by the cost of housing in the
Greater Vancouver region?**

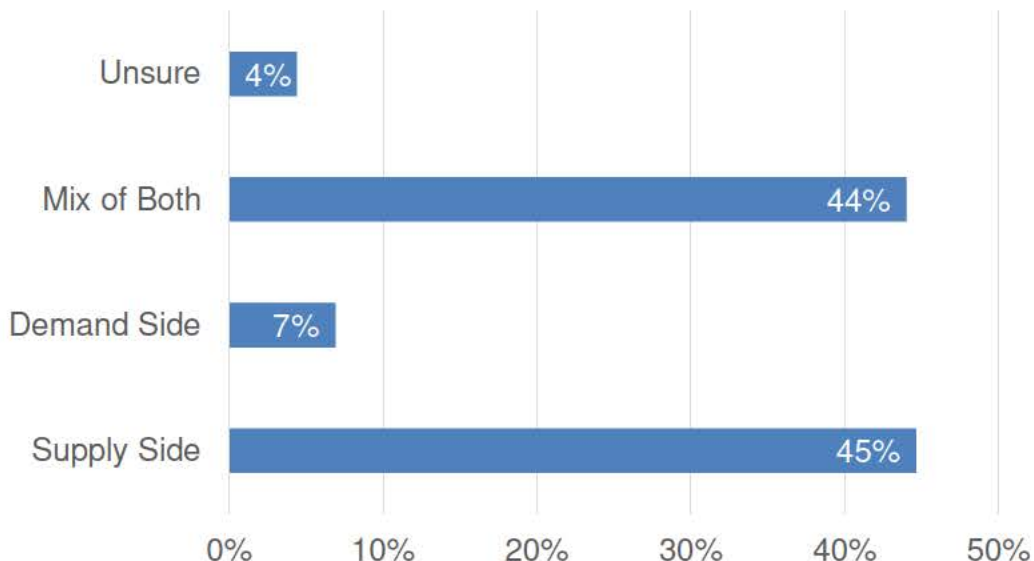


**Do you think your local government is planning
for the housing, infrastructure and services
growth required to meet the needs of a growing
population?**

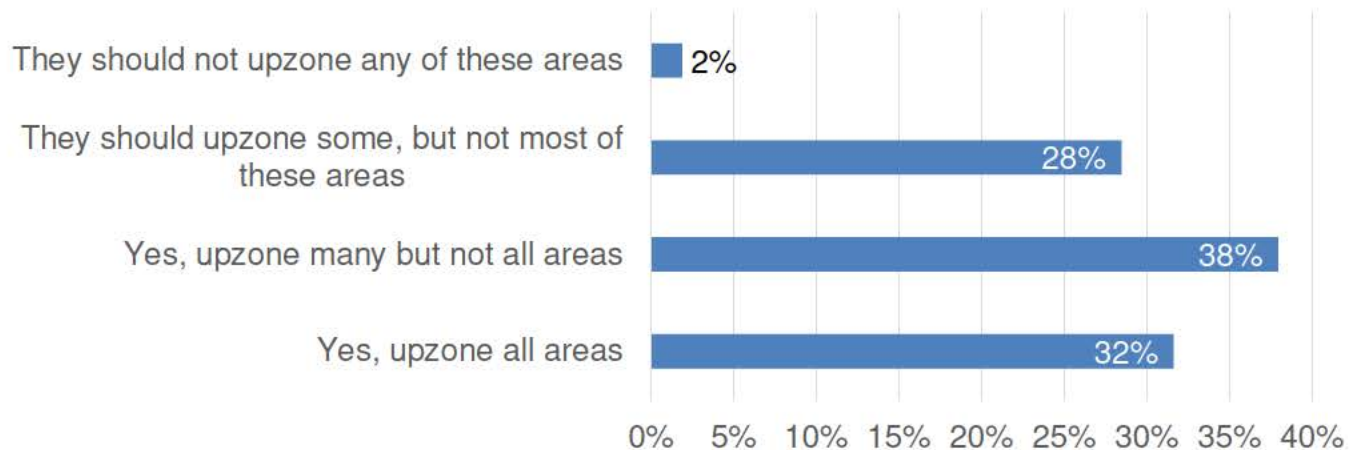


Government Response to Housing

Should local governments prioritize supply side policies or demand side policies?

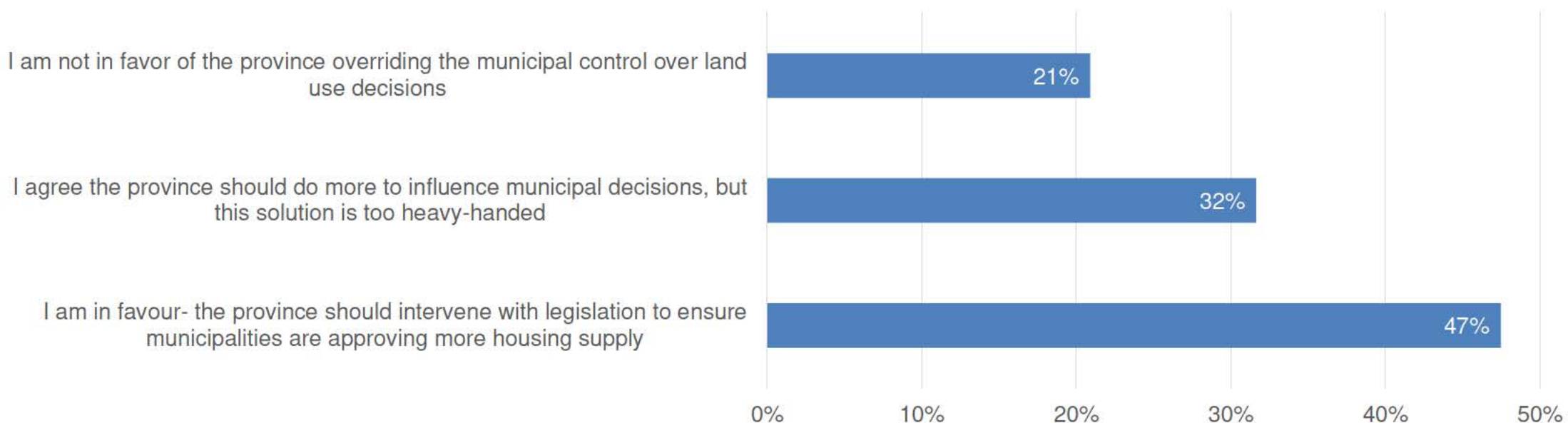


Should municipalities in Greater Vancouver consider zoning changes that allow various kinds of multi-family units to be built in areas currently zoned for single-family detached homes?



Government Response to Housing (Cont'd)

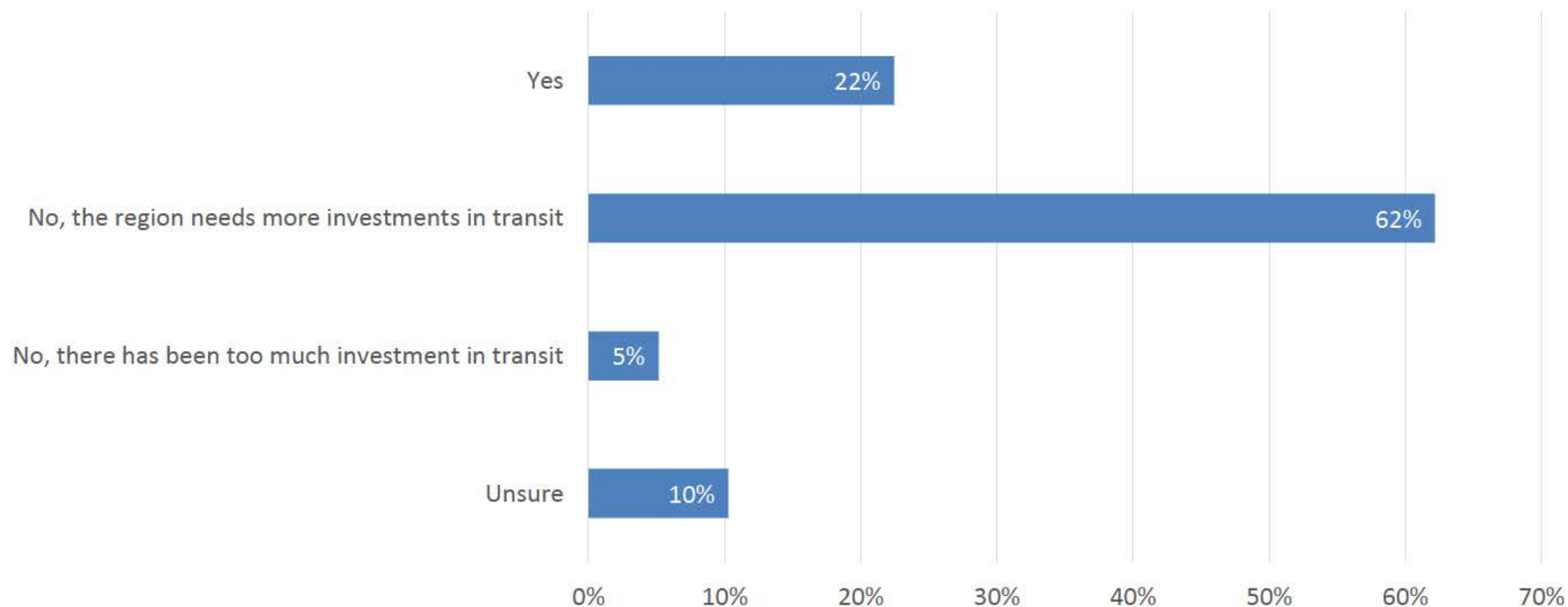
The provincial government has suggested it will introduce legislation to intervene if cities reject affordable housing projects.



Transportation

Transit Investments

**Do you think the level of investment in transit services at a regional level
has been sufficient to keep up with the needs of the population?**



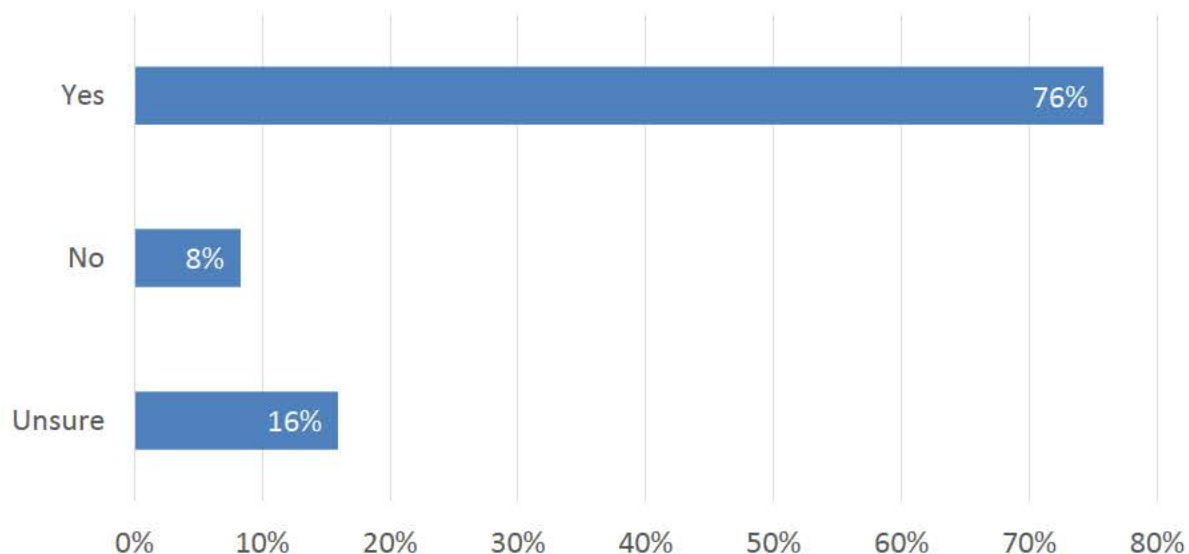
Top Transit Projects

Project	% Support
SkyTrain to UBC	83%
Rapid Transit to the North Shore	81%
SkyTrain to Langley	76%
Expanding Rapid Bus Network	74%
Micromobility (e-bikes, e-scooters, bikeshare)	66%

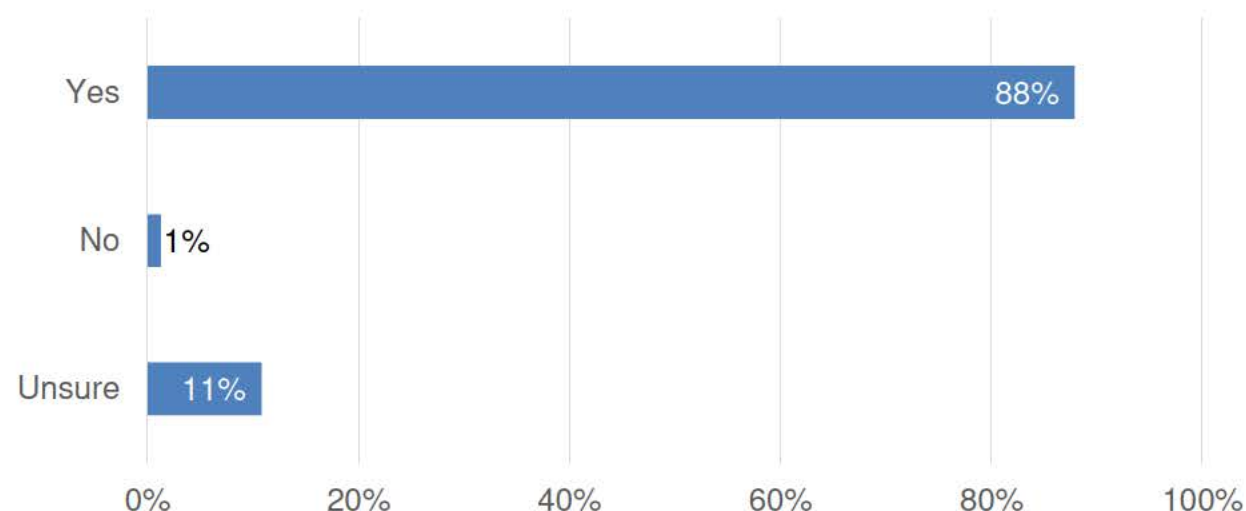
Local Governance

Level of Support for Local Governance Issues

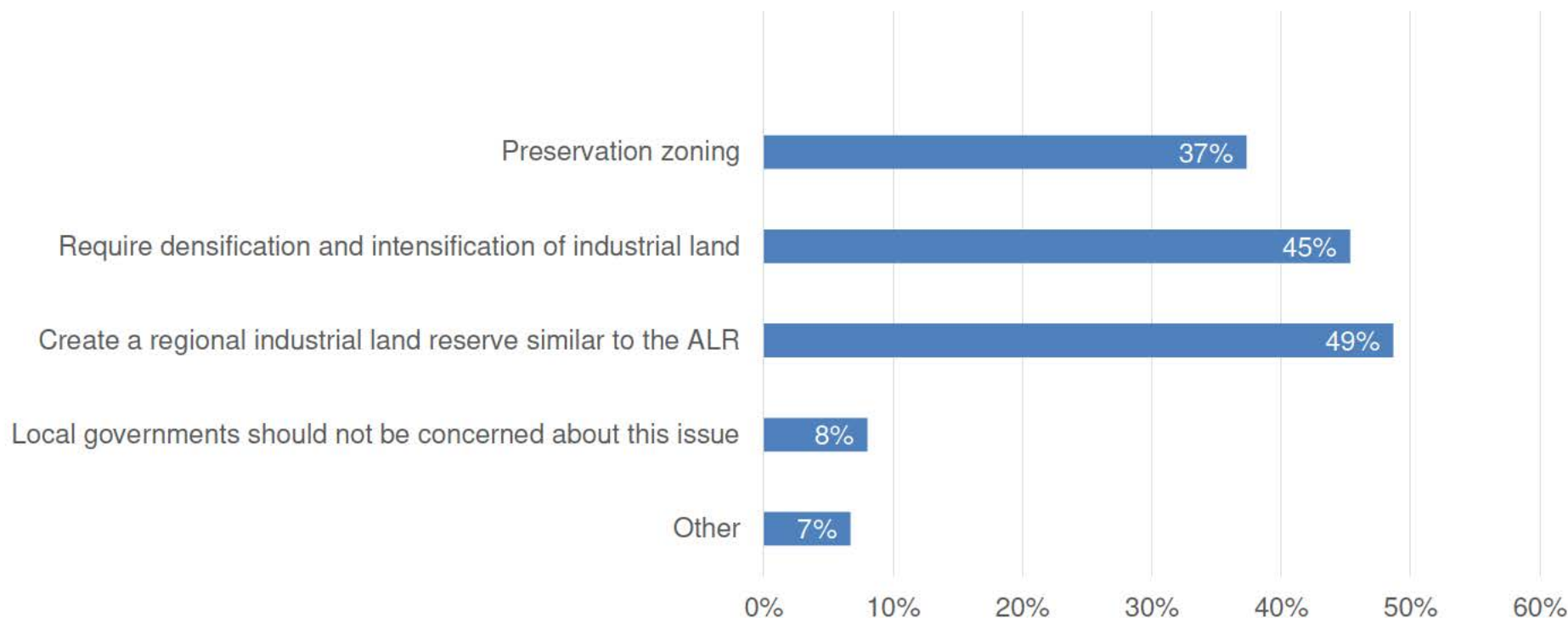
Do you support efforts by municipalities to liberalize or simplify land use regulations to allow more diverse types of development?



Do you think that more coordination between municipalities on economic development and licensing is a positive move?



How do you think local governments should address the diminishing supply of employment lands for industry?

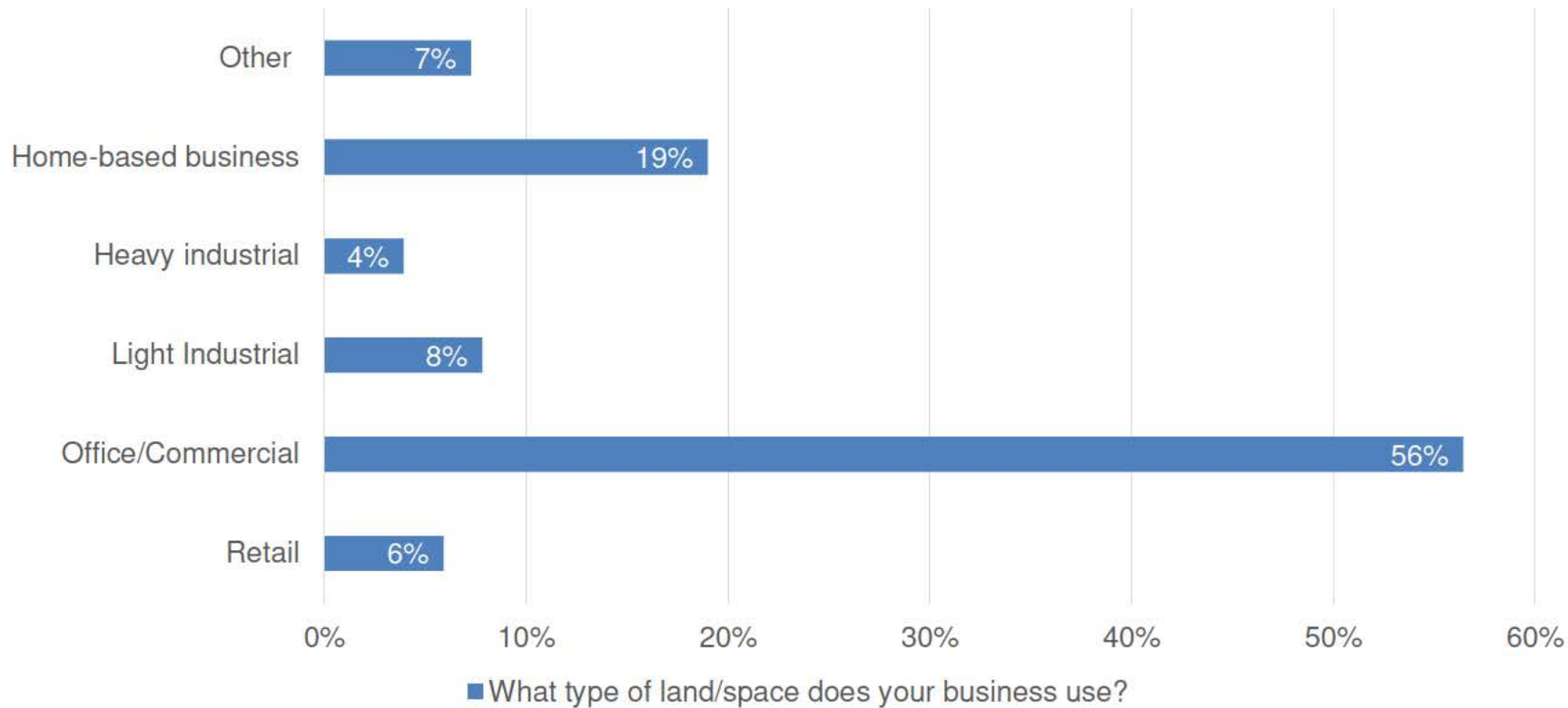


‘Other’ Responses

- Other responses noted in the comment box include using ALR land, creating a strategy linked to economic strategies, not allowing re-zoning for other uses, and attracting industries that do not require a large industrial footprint.

Employment Lands (Cont'd)

What type of land/space does your business use?



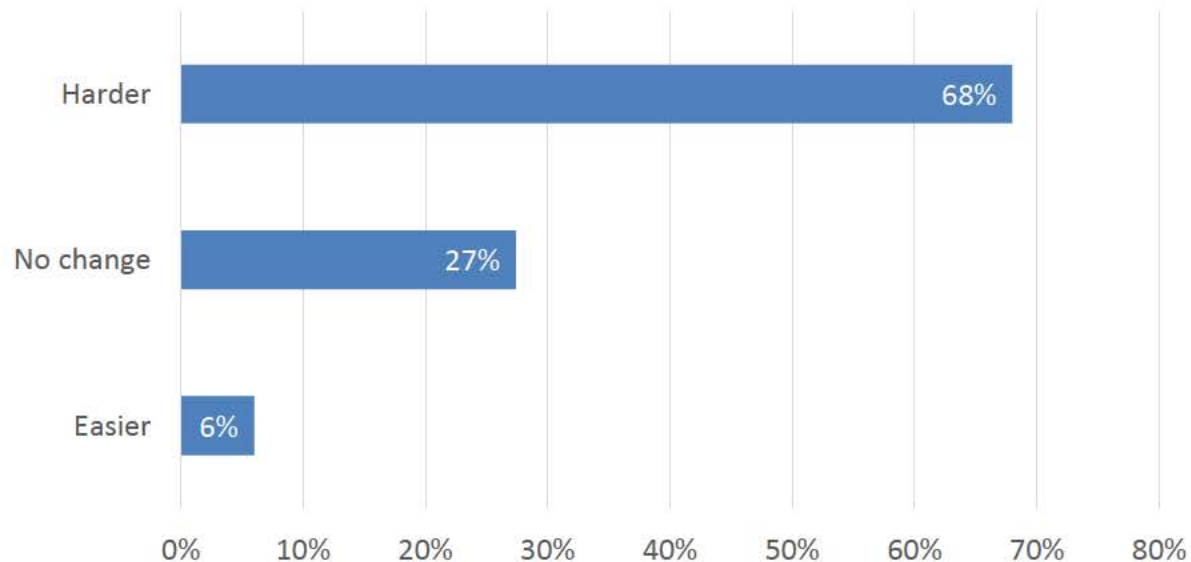
'Other' Responses

- Other responses noted in the comment box include using outdoors, hotel/fitness studio, a mix of the above options or all of the above, hybrid

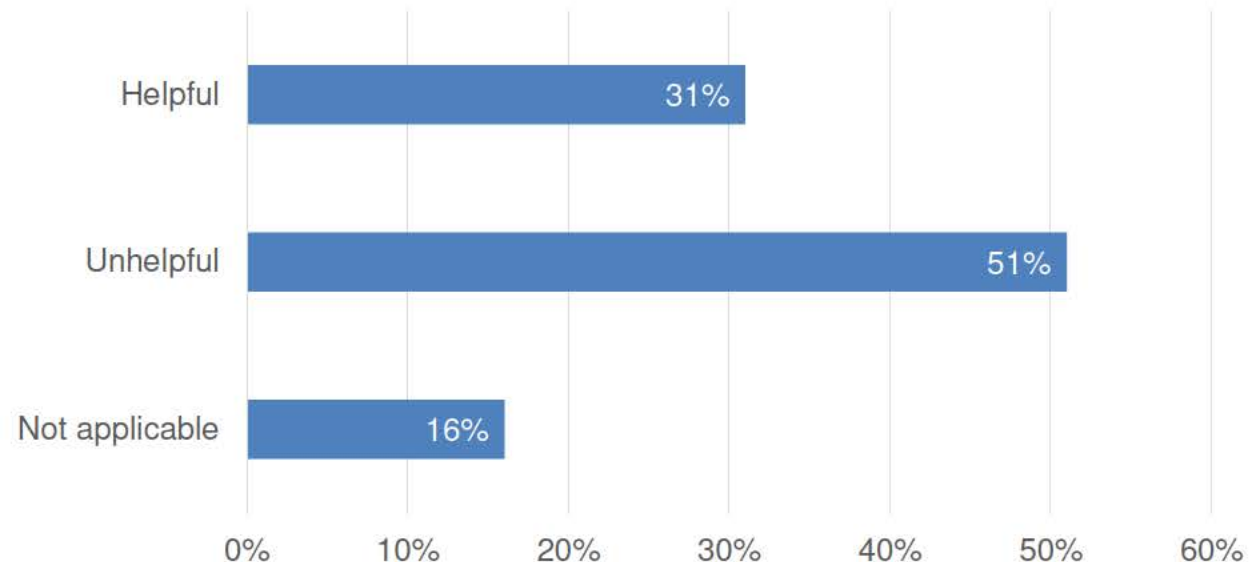
Ease of Doing Business

Ease of Doing Business

Over the past five years, has it become easier or harder to do business in the region?



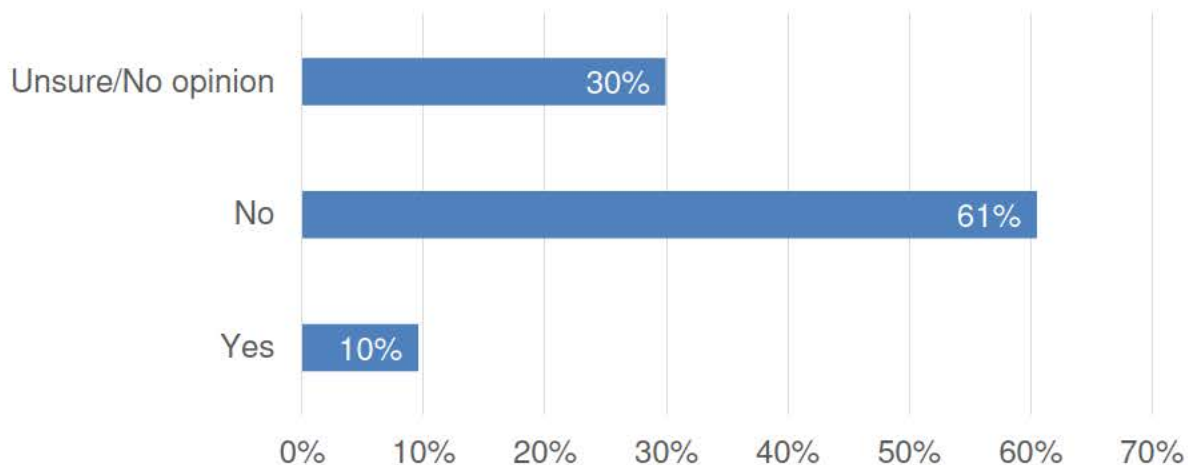
How would you rank your experiences engaging with local government on issues relating to your business?





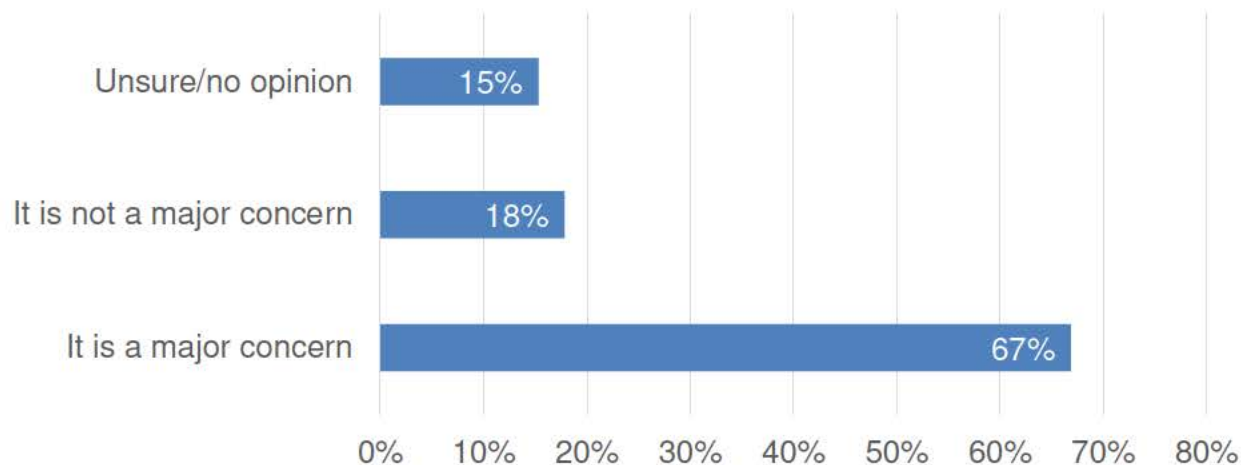
Taxes and Affordability

Have increased property taxes been invested in a way that improves city services?



■ Have increased property taxes been invested in a way that improves city services?

How concerned are you/your business about local businesses closing due to rising costs, including property taxes?

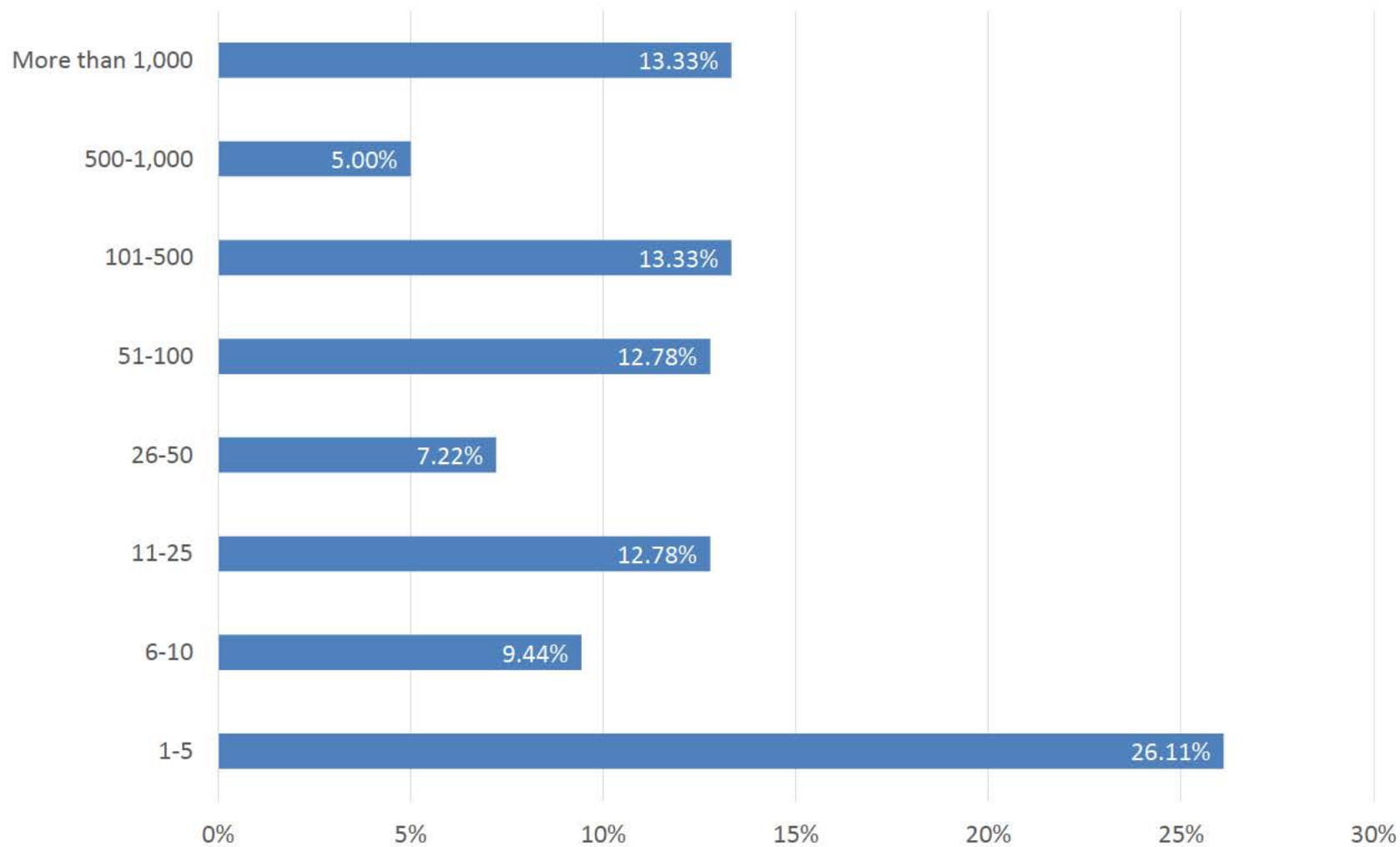


■ How concerned are you/your business about local businesses closing due to rising costs, including property taxes?

Respondents



Number of Employees



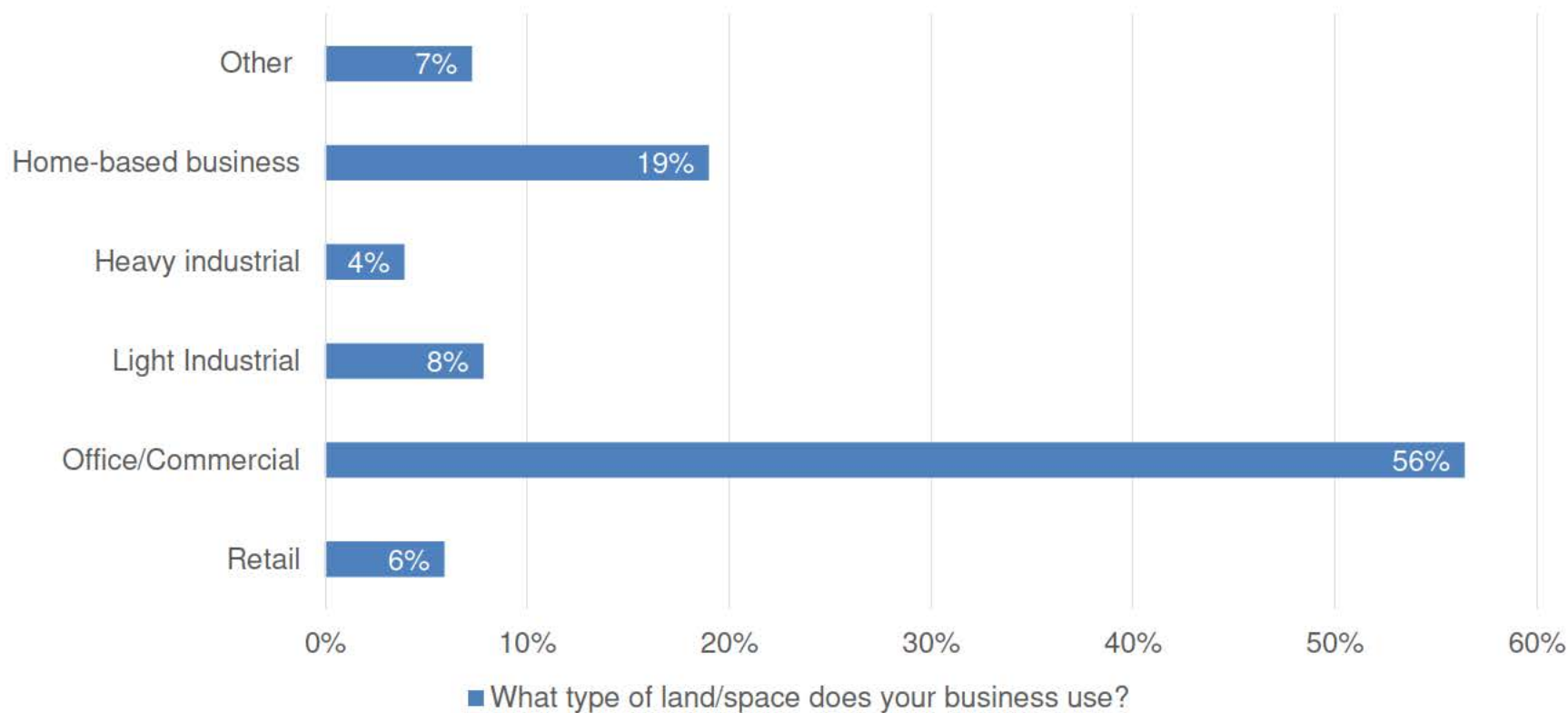
Industry Sector of Business

Accommodation and food services	5%
Administrative and support, waste management and remediation services	0%
Advertising	1%
Agriculture, forestry, fishing and hunting	1%
Arts, entertainment and recreation	4%
Communications	5%
Construction	5%
Creative Industries	1%
Educational Services	2%
Finance and Insurance	8%
Health care and social assistance	2%
Information and cultural industries	0%
Legal Services	4%
Management of companies and enterprise	2%

Manufacturing	3%
Media	0%
Mining, quarrying, and oil and gas extraction	2%
Non-Profit	9%
Other services (Except Public Administration)	5%
Professional, scientific and technical services	17%
Public Administration	1%
Real Estate and Rental and Leasing	5%
Retail Trade	2%
Technology	7%
Transportation and warehousing	7%
Utilities	1%
Wholesale trade	2%

Employment Lands

What type of land/space does your business use?



'Other' Responses

- Other responses noted in the comment box include using outdoors, hotel/fitness studio, a mix of the above options or all of the above, hybrid