

What we Heard Summary: Insight Business Community Mixed Topic Survey - November 2018 Business Licensing

Total: 180 participants

Demographics

| Type of Business | |
|-----------------------|-----|
| Commercial Business | 44% |
| Home-Based Business | 57% |
| Non-Resident Business | 1% |
| No Answer | 3% |

Note: Some respondents have more than one business.

| Size of Business (# employees) | |
|--------------------------------|-----|
| Small Business (1-99) | 98% |
| Medium Business (100-499) | 2% |
| Large Business (500+) | 0% |

Experience Obtaining a Business Licence

| Level of Satisfaction | |
|-----------------------|-----|
| Satisfied | 38% |
| Neutral | 21% |
| Dissatisfied | 21% |
| Unsure | 10% |
| Not Applicable | 11% |

| Challenges and Frustrations Experienced | | |
|---|--------------------------|---------------------------|
| Area of Concern | Identified by Respondent | Respondent's Main Concern |
| Fees too high | 38% | 26% |
| Other* | 20% | 17% |
| Took too long | 19% | 6% |
| Too many documents required | 11% | 3% |
| Difficult to apply online | 9% | 2% |
| Difficult to find information | 9% | 2% |
| Difficult to complete application form | 9% | 0% |
| Problem with development permit | 7% | 3% |
| Problem with building permit | 5% | 1% |
| Problem with fire inspection | 2% | 1% |
| <p><i>*Other includes the following themes:</i></p> <ul style="list-style-type: none"> ● <i>Lack of perceived value of a licence - e.g. support for businesses</i> ● <i>Lack of communication during the application process</i> ● <i>Not adequately enforced</i> ● <i>Unclear purpose - why is a licence required?</i> ● <i>Business classification issues</i> ● <i>Zoning issues - e.g. discretionary or non-permitted uses, parking, restrictions on home-based businesses, etc.</i> | | |

Suggestions

| Suggested Improvements to the Value of a Business Licence |
|--|
| Reduce and simplify fees |
| Provide resources for businesses to use (e.g. courses, directory) |
| Improve customer support for businesses |
| Make licensing easier; improve business processes |
| Provide clearer information (e.g. better classification definitions, clarify expectations) |
| Improve transparency (e.g. purpose, how revenue is used) |
| Improve communication with businesses |
| Ensure more consistent understanding and application of the bylaw |