



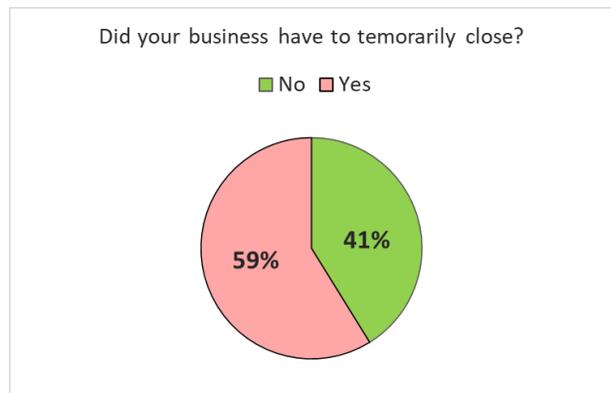
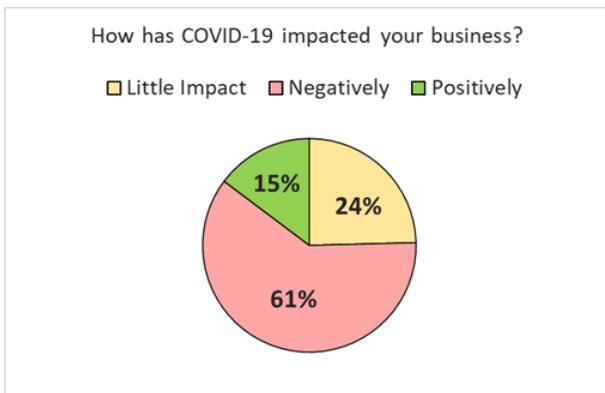
# 2020 Business Walk

The Township of Langley hosted its fourth Business Walk activity from Monday, October 26 to Friday, October 30, 2020 in both Murrayville and Fort Langley.

With provincial COVID-19 related Public Health Orders precluding traditional in-person visits, Township staff were able to shift to a digital activity consisting primarily of by-phone and online surveys. Township staff were joined by Mayor and Council to connect with 171 businesses. A 40% response rate was achieved through the completion of 67 surveys.

## How has COVID-19 impacted your business?

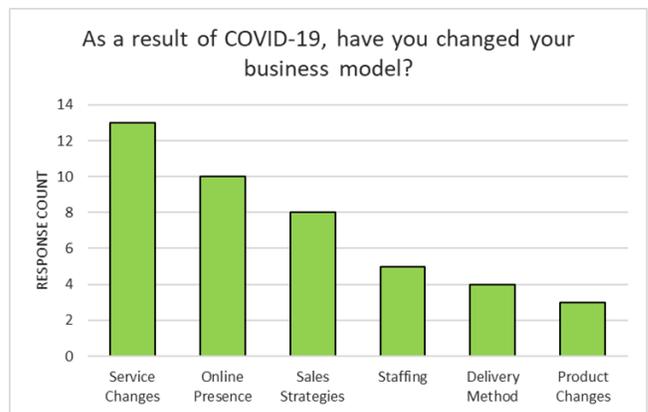
More than 60% of respondents stated that COVID-19 has negatively impacted their business with some sharing that they had to temporarily close for some duration. In monitoring economic recovery, some sectors continue to incur significant and potential long-term impacts while other sectors have been able to adapt and are beginning to recover. Some industries are experiencing record revenues.



## As a result of COVID-19, have you changed your business model?

Many respondents stated that a significant effort was required to keep their businesses open, their employees healthy and employed, and their customers safe. In addition to complying with provincial COVID-19 related Public Health Orders including developing a Safe Operation Plan, installing personal protective equipment, etc., respondents stated that the two (2) most common business adaptation methods included (i) changes to service levels, and (ii) shift to start or increase online business. Over 35% of respondents implemented these two (2) change types.

‘Service Changes’ in this context denotes that respondents stated that they modified how they interacted with customers including by limiting the number of customers on-premises, conducting business by appointment, and moving to delivery or pick-up only for goods and services. “Online Presence” in this context denotes that respondents stated that they developed new website, established online store platform, deployed digital marketing campaigns, and worked to increase social media presence.

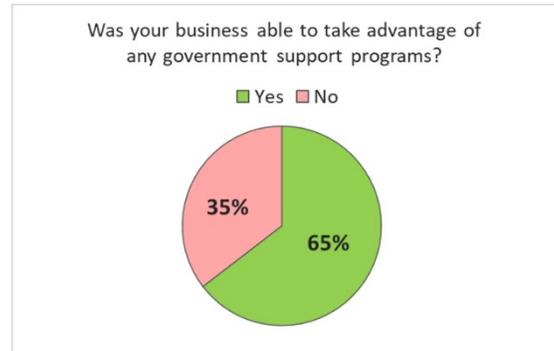


## Was your business able to take advantage of any government support programs?

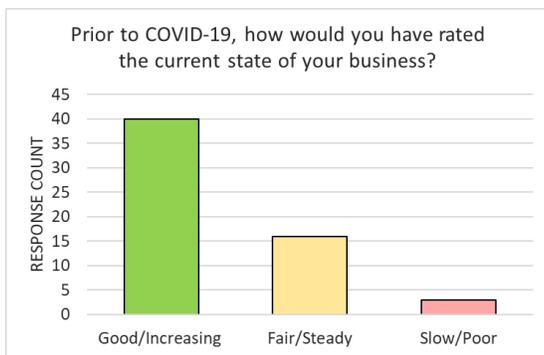
The intent of the question was to identify whether respondents were informed and/or aware of the diversity of government supports available, for example emergency wage subsidy program, emergency business account program, business credit availability program, commercial rent relief/subsidy, etc.

Some 80% of respondents identified that they were aware of government supports. Several respondents stated that program parameters precluded them from applying for the supports that their business needed. Conversely, other respondents stated they chose not to apply for supports, and therein for a variety of reasons.

Respondents stated that information regarding government supports was mostly clear and was communicated well.



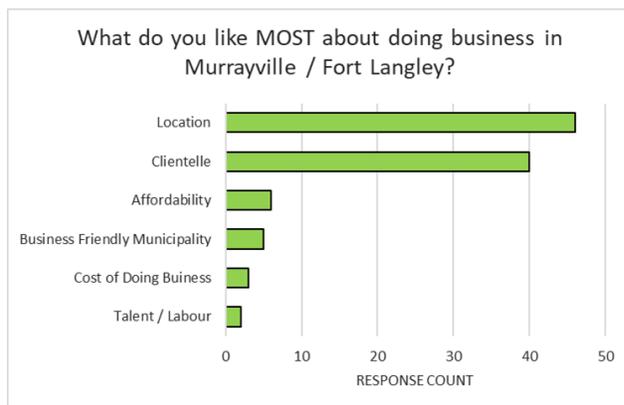
## Prior to COVID-19, how would you have rated the current state of your business?



More than 65% of respondents stated that prior to COVID-19 their business performance was 'Good/Increasing'. Less than 1% of respondents stated that their business performance was "Slow/Poor" prior to COVID-19.

## What do you like MOST about doing business in Murrayville / Fort Langley?

Respondents in Murrayville and Fort Langley identified (i) location (69%), and (ii) clientele (60%) as contributors to what they like most about doing business in the respective area. Fort Langley business respondents stated that they enjoy the historic nature of the area, the diversity of both businesses and spaces, and the volume of foot traffic the area receives. Murrayville business respondents stated that they enjoy the relative affordability of the area, the relaxed pace, and the proximity to a supportive residential / consumer population. Words that respondents used to describe what they like most are depicted in the word image wherein the font size represents the frequency that the word was used.



## How can business be improved?

Respondents were asked to describe how they felt business could be improved. While some respondents suggested improvements to existing government support programs and initiatives to be led by municipal government, most described aspects connected to their own business. Amongst initiatives for municipal government, respondents stated they would like to see improvements related to parking solutions, transportation infrastructure and public transit, increased signage allowances, as well as new capital projects to help stimulate the economy overall.