

Langley City Economic Restart Action Plan

Government and Agencies

1. Federal Government
2. Provincial Government
3. City of Langley
4. Metro Vancouver
5. TransLink
6. Greater Langley Chamber of Commerce
7. Downtown Langley Business Association
8. Discover Langley City

Priority

- 1 – Short term (Immediate to four weeks)
- 2 – Medium Term (beyond four weeks)
- 3 – On-going

Themes	Responsible Agency(ies)	Resources Required	Priority
<p style="text-align: center;"><i>Sharing Information</i></p> <p>1. Create a business-relevant COVID-19 information and resource page, with links, on City’s Economic Development website (INVEST) to assist people to discover and navigate through all the various programs currently available and access to information, resources and contacts to help businesses help themselves. For example, list the PPE suppliers in the City and regionally, TD Merchant Services has come out with a \$250 app that allows restaurants to bypass 3rd party food delivery apps, encourage social media that promote initiatives, business openings, business statuses, PPE availability/production by local businesses, etc. Also use the City website, INVEST webpage and social media to cross-promote and ‘boost’ initiatives and events by DLBA and GLCC.</p>	3, 6, 7	Internal City resources	1

<p>2. Request the Greater Langley Chamber of Commerce and Downtown Langley Business Association to assist businesses to clarify and interpret senior government and regulatory agency guidelines (e.g. Regional Relief and Recover Fund).</p>	<p>6, 7</p>	<p>Partnership between GLCC and DLBA</p>	<p>1</p>
<p>3. Support businesses to develop their safety plan in accordance with WorkSafe BC requirements. BCEDA has online templates for different sectors. The Greater Langley Chamber of Commerce and Downtown Langley Business Association could synthesize these different requirements with the BCEDA template to create sector-specific documents and provide them to relevant businesses in the City.</p>	<p>6, 7</p>	<p>Partnership between GLCC and DLBA</p>	<p>1</p>
<p>Outreach</p>			
<p>4. Implement a marketing and promotional campaign (e.g. “Get to Know Your Langley Business and Support Them”) to remind people that local businesses contribute to community and promote the importance of supporting them; encourage co-promotion between businesses, including handouts in takeout order bags, shopping bags/parcels; and send messages of hope and positivity, and create slogans for reopening: Langley Safe, Langley Proud, etc.)</p>	<p>3, 7, 8</p>	<p>Funding partnership between City and DLC</p>	<p>2</p>
<p>5. Encourage restaurants to come together and host a couple nights over a couple weekends for drive-by pickup. This is a creative way to encourage people to start going to restaurants again, rebuild customer base, and rebuild confidence and comfort.</p>	<p>3, 6, 7, 8</p>	<p>Partnership between City, GLCC, DLBA and DLC</p>	<p>2</p>
<p>6. Implement a ‘Telethon’ type campaign where members of Council and other VIPs contact local businesses to send encouragement and support (e.g. “We’re in different boats going through the same storm”; “Our</p>	<p>3</p>	<p>Internal City Resources</p>	<p>1</p>

<p>entrepreneurial ability is what will pull Langley City out of this pandemic)</p> <p>7. Implement a “Safe Downtown” campaign to promoting safety downtown to encourage people to walk and visit downtown.</p> <p>8. Reach out to day care facilities to find out what their reopening plans are and their permitted capacities.</p> <p>9. Request Downtown Langley Business Association to conduct a survey to identify businesses who plan on reopening and assist with addressing their concerns, as well as gauging interest in participating in events and outdoor restaurant patio initiatives. For example, challenges around confidence of employees going back to work and customers entering into business, how can we help businesses to provide confidence of safety to their employees and customers?</p> <p>10. Reach out to neighbouring communities to work together on opportunities for mutual support in reopening</p>	<p>3, 7</p> <p>3</p> <p>3, 7</p> <p>3</p>	<p>Funding partnership between City and DLBA</p> <p>Internal City resources</p> <p>DLBA</p> <p>Internal City resources</p>	<p>2</p> <p>1</p> <p>1</p> <p>3</p>
<p style="text-align: center;">Advocacy</p> <p>11. Lobby senior levels of government and regional authorities to:</p> <ul style="list-style-type: none"> • provide stimulus fund for ‘shovel ready’ projects such as the Surrey Langley SkyTrain project and City’s infrastructure projects; • make special effort to protect the segments of population that are especially vulnerable; • not only on resuming business activity, but on creating jobs as well; • continue to monitor infection, mortality, and recovery data to ensure that the 	<p>3</p>	<p>Internal City resources</p>	<p>3</p>

opening of the economy occurs in a timely manner.			
<p style="text-align: center;"><i>Stimulating Economy</i></p> <p>12. Creating open/public space for restaurant use to maintain the same number of tables as pre-COVID-19. Consider combining with simultaneous events, such as virtual/actual concerts/live music, with appropriate physical distancing in place.</p> <p>13. Proceed with infrastructure projects which will provide significant spinoff economic benefits (e.g. contractors, goods and services, land development and investment)</p> <p>14. Promote local business by offering 'local' preference for awarding of contracts.</p> <p>15. Support land development and investment, which will create economic stimulus and jobs, by expediting development and building permit process.</p>	<p style="text-align: center;">3, 7, 8</p> <p style="text-align: center;">3</p> <p style="text-align: center;">3</p> <p style="text-align: center;">3</p>	<p style="text-align: center;">Partnership between City, DLBA and DLC</p> <p style="text-align: center;">City's Capital Improvement Plan</p> <p style="text-align: center;">Review City's Purchasing Policy</p> <p style="text-align: center;">Internal City Processes</p>	<p style="text-align: center;">1</p> <p style="text-align: center;">3</p> <p style="text-align: center;">2</p> <p style="text-align: center;">3</p>
<p style="text-align: center;"><i>Financial Support</i></p> <p>16. Promote the availability of the provincial residential property tax deferment program.</p>	<p style="text-align: center;">3</p>	<p style="text-align: center;">Internal City resources</p>	<p style="text-align: center;">1</p>