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Municipal Readiness Test for Economic Development

(Source: Government of Ontario)

PART I: PEOPLE

MUNICIPAL CONTACTS	YES	NO
1. Does your municipality have a person designated as the key or main contact on economic development-related matters in your community by outside parties?	<input type="checkbox"/>	<input type="checkbox"/>
2. When the initial contact is the Mayor, Chief Administrative Officer (CAO) or the Clerk, does he/she have quick and easy access to technical information related to available industrial/commercial sites in your community?	<input type="checkbox"/>	<input type="checkbox"/>
3. If the contact person is an economic development professional, is that person familiar with the land use planning, development approvals, and building permit process in your community?	<input type="checkbox"/>	<input type="checkbox"/>
4. Does he/she have an up-to-date copy of the local official plan and zoning by-law and know council's policies on new development proposals?	<input type="checkbox"/>	<input type="checkbox"/>
5. Does your municipality have a person designated as the key contact on land use planning and development matters in your community?	<input type="checkbox"/>	<input type="checkbox"/>
6. If the contact is a planning professional, is he/she able to respond to economic development and business queries (e.g. industrial site availability, work force data) from a potential investor?	<input type="checkbox"/>	<input type="checkbox"/>
7. Have potential investors ended up locating elsewhere in the past?	<input type="checkbox"/>	<input type="checkbox"/>
8. Has your municipality taken action to prevent this from happening again?	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL MUNICIPAL CONTACTS out of 8	<input type="text"/>	<input type="text"/>

LAND USE PLANNING	YES	NO
9. Does the local official plan have one, general designation for each of the basic land use categories such as residential, commercial, industrial, institutional, open space, rural, and environmentally sensitive?	<input type="checkbox"/>	<input type="checkbox"/>
10. Does your municipality list the policy intention, regulations and permitted uses in each land use designation?	<input type="checkbox"/>	<input type="checkbox"/>
11. Does your municipality have an effective information system that you use to provide official plan and zoning information to prospective investors/developers (e.g. air photos, series of neighbourhood charts, or wall maps)?	<input type="checkbox"/>	<input type="checkbox"/>
12. In your experience, are the policies and/or designations in the local official plan general enough so an official plan amendment is not required to accommodate most development proposals in your community?	<input type="checkbox"/>	<input type="checkbox"/>
13. Is your zoning by-law flexible enough to allow desired development in your community?	<input type="checkbox"/>	<input type="checkbox"/>
14. Is the establishment of new "home occupations" allowed in most areas of the community, without the need for an official plan amendment and/or zoning by-law change?	<input type="checkbox"/>	<input type="checkbox"/>
15. Where they are allowed, are a wide range of businesses permitted, as well as outdoor signage/advertising and on-site customer parking?	<input type="checkbox"/>	<input type="checkbox"/>
16. Is your key municipal contact person knowledgeable about the upper-tier official plan as well as neighbouring municipalities' plans, and how these policies and land use designations may affect proposed development in your community?	<input type="checkbox"/>	<input type="checkbox"/>
17. Are your community's official plan and zoning bylaws kept up to date (i.e. updated every five years)?	<input type="checkbox"/>	<input type="checkbox"/>
18. Is economic development addressed/included in the official plan's policies?	<input type="checkbox"/>	<input type="checkbox"/>
19. Does your municipality have a flow chart outlining the steps in the land use planning and development approvals process in your community?	<input type="checkbox"/>	<input type="checkbox"/>

20. In cases where planning and development approvals are not handled locally, do you know which level of government has the responsibility (e.g. upper-tier, province) and who your contact is?	<input type="checkbox"/>	<input type="checkbox"/>
21. Does your municipality have information on how long it takes for a typical planning application/proposal in your community to be approved?	<input type="checkbox"/>	<input type="checkbox"/>
22. Do you have a list of all the application fees and other associated charges and imposts or levies that an applicant/developer would be required to pay in connection with processing a planning/development proposal in your community?	<input type="checkbox"/>	<input type="checkbox"/>
23. Do you know the name and number of the contact person for minor variances to the zoning by-law (eg. Committee of Adjustment)?	<input type="checkbox"/>	<input type="checkbox"/>
24. In cases where special, technical studies are required in connection with land use planning or development proposals (e.g. noise impacts, hydrogeologic assessments), is your municipality able to advise prospective applicants and developers about the nature, scope, timing, and potential cost of such studies in advance?	<input type="checkbox"/>	<input type="checkbox"/>
25. Do you know if there are land use planning or economic development consultants who are familiar with and have worked on development projects in your community?	<input type="checkbox"/>	<input type="checkbox"/>
26. Do your municipal planning staff discuss/coordinate their work with economic development staff?	<input type="checkbox"/>	<input type="checkbox"/>
27. Does your municipality have any materials for internal or external use that quickly and easily illustrate in layperson's language how development approvals and land use planning work, as well as time guidelines and costs in your municipality (e.g. flow charts)?	<input type="checkbox"/>	<input type="checkbox"/>
28. Does your municipality have a designated individual to guide the proponent through the approvals process?	<input type="checkbox"/>	<input type="checkbox"/>
29. When a development application has been successfully completed, is there a review of the process with the proponent as part of your customer service program?	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL LAND USE PLANNING out of 21	<input type="text"/>	<input type="text"/>

LIASING WITH EXISITNG BUSINESSES IN YOUR COMMUNITY	YES	NO
30. Does any senior member of your organization monitor/evaluate your community's track record on liaising with existing investors?	<input type="checkbox"/>	<input type="checkbox"/>
31. Do your Mayor, CAO, Economic Development Officer or planning staff meet with local business people, including the chamber of commerce on a regular basis to talk about their business needs and future plans (e.g. once every six months for a breakfast meeting)?	<input type="checkbox"/>	<input type="checkbox"/>
32. Does your municipality liaise with the local chamber of commerce about economic development issues?	<input type="checkbox"/>	<input type="checkbox"/>
33. Does your municipality have a Business Improvement Area (BIA)?	<input type="checkbox"/>	<input type="checkbox"/>
34. Do you meet with the BIA's Board of Directors regularly to talk about local business and economic development matters?	<input type="checkbox"/>	<input type="checkbox"/>
35. Is a contact list maintained in your municipality of key individuals in the public and private sector who can act as "problem solvers" or providers of technical or pricing information not available in-house (e.g. real estate brokers)?	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL FOR LIASING WITH EXISITNG BUSINESSES IN YOUR COMMUNITY out of 6	<input type="text"/>	<input type="text"/>

FOR INFORMATION SOURCES	YES	NO
36. Can you reach utilities' representatives in your area with a single phone call to answer technical or pricing questions?	<input type="checkbox"/>	<input type="checkbox"/>
37. Provincial/federal agencies to learn about new policies, programs, information or issues/trends (e.g. Ministry of Agriculture, Food and Rural Affairs, Ministry of Municipal Affairs and Housing)?	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL FOR INFORMATION SOURCES out of 2	<input type="text"/>	<input type="text"/>

PART I: RESOURCES

INDUSTRIAL LAND INVENTORY	YES	NO
38. Does your municipality have an industrial land inventory?	<input type="checkbox"/>	<input type="checkbox"/>
39. Is the information up-dated regularly? An inventory should be updated quarterly, at the least.	<input type="checkbox"/>	<input type="checkbox"/>
40. Does the inventory provide potential investors/developers with relevant economic development information such as availability and cost of industrial properties, site servicing, transportation access, ownership, location, size, etc?	<input type="checkbox"/>	<input type="checkbox"/>
41. Does the inventory include both publicly and privately owned land?	<input type="checkbox"/>	<input type="checkbox"/>
42. If you have a website, is the inventory posted?	<input type="checkbox"/>	<input type="checkbox"/>
43. Have you contacted a web service about having your municipality's industrial land inventory posted on its web site? A web service (e.g. www.sitesontario.com) provides a comprehensive listing of municipal community profiles and industrial land inventories.	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL FOR INDUSTRIAL LAND INVENTORY out of 6	<input type="text"/>	<input type="text"/>

MARKETING INDUSTRIAL PROPERTIES	YES	NO
44. Does your community market local industrial properties?	<input type="checkbox"/>	<input type="checkbox"/>
45. Have you contacted a real estate/Industrial Commercial Investment (ICI) broker to discuss potential marketing techniques?	<input type="checkbox"/>	<input type="checkbox"/>
46. Does your municipality work cooperatively with adjacent communities to pool resources and information and to jointly market industrial sites in your area?	<input type="checkbox"/>	<input type="checkbox"/>
47. Does your municipality use available media as a resource for marketing its industrial properties (e.g. radio, local newspaper, other creative techniques)	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL FOR MARKETING INDUSTRIAL PROPERTIES out of 4	<input type="text"/>	<input type="text"/>

JOINT VENTURES	YES	NO
48. Do you partner with independent business groups, the local chamber of commerce or tourism board to jointly market your community as a business location or tourist destination?	<input type="checkbox"/>	<input type="checkbox"/>
49. Is your municipality pooling resources with neighbouring communities to jointly fund a competitiveness study or economic development strategy? The pay off can be surprisingly extensive. In addition to the facts and figures generated by the study, this sends a positive message to the business community contacted as part of the study that your municipality is proactive.	<input type="checkbox"/>	<input type="checkbox"/>
50. Does your municipality jointly fund economic development initiatives/programs with companies (e.g. tourism strategy)?	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL FOR JOINT VENTURES out of 4	<input type="text"/>	<input type="text"/>

ECONOMIC DEVELOPMENT ISSUES	YES	NO
51. Has your community established an economic development committee?	<input type="checkbox"/>	<input type="checkbox"/>
52. Does your municipality employ full or part-time professional planners and/or economic development staff to deal specifically with economic development and land use planning matters?	<input type="checkbox"/>	<input type="checkbox"/>
53. Is there a budget for economic development activity in your municipality?	<input type="checkbox"/>	<input type="checkbox"/>
54. Does your municipality use private sector economic development or land-use planning consultants?	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL FOR ECONOMIC DEVELOPMENT ISSUES out of 4	<input type="text"/>	<input type="text"/>

PART III: COMMUNICATIONS

	YES	NO
55. Does your municipality have a community profile?		
56. Is it up-dated on a regular basis (e.g. every six months)?	<input type="checkbox"/>	<input type="checkbox"/>
57. Does it include your community's vision statement?	<input type="checkbox"/>	<input type="checkbox"/>
58. Does the community profile include the following elements:		
a) News on recent business expansions and new businesses locating in your community?	<input type="checkbox"/>	<input type="checkbox"/>
b) Local municipal and volunteer services as well as partnerships with local businesses?	<input type="checkbox"/>	<input type="checkbox"/>
c) References to local business groups?	<input type="checkbox"/>	<input type="checkbox"/>
d) List of local services?	<input type="checkbox"/>	<input type="checkbox"/>
e) List of facilities?	<input type="checkbox"/>	<input type="checkbox"/>
f) List of attractions?	<input type="checkbox"/>	<input type="checkbox"/>
g) Use of photos or other graphics to support the written information?	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL FOR COMMUNITY PROFILE out of 9	<input type="text"/>	<input type="text"/>

OTHER COMMUNICATION CONSIDERATIONS	YES	NO
59. Has your municipality reviewed and improved the mapping used to illustrate your regulatory and promotional documents?	<input type="checkbox"/>	<input type="checkbox"/>
60. Is your community on the Internet? Some of the most effective websites are those established by smaller communities.	<input type="checkbox"/>	<input type="checkbox"/>
61. Does the community newspaper in your area feature stories on local business?	<input type="checkbox"/>	<input type="checkbox"/>
62. Do you maintain regular contact with media representatives?	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL FOR OTHER COMMUNICATIONS CONSIDERATIONS out of 4	<input type="text"/>	<input type="text"/>

MUNICIPAL ECONOMIC READINESS SUMMARY	YES Totals	NO totals
PART I: PEOPLE		
•Municipal Contacts	<input type="text"/>	<input type="text"/>
•Land Use Planning	<input type="text"/>	<input type="text"/>
•Liaising with Existing Businesses in your Community	<input type="text"/>	<input type="text"/>
•Information Sources	<input type="text"/>	<input type="text"/>
Sub-Total	<input type="text"/>	<input type="text"/>
PART II: RESOURCES		
•Industrial Land Inventory	<input type="text"/>	<input type="text"/>
• Marketing Industrial Properties	<input type="text"/>	<input type="text"/>
•Joint Ventures	<input type="text"/>	<input type="text"/>
•Economic Development Issues	<input type="text"/>	<input type="text"/>
Sub-Total	<input type="text"/>	<input type="text"/>
PART III: COMMUNICATIONS		
•Community Profile	<input type="text"/>	<input type="text"/>
•Other Communication Considerations	<input type="text"/>	<input type="text"/>
Sub-Total	<input type="text"/>	<input type="text"/>
YOUR MUNICIPALITY'S TOTAL	<input type="text"/>	<input type="text"/>

HOW YOU SCORED:

There are 67 questions. For each "yes" answer, score 1 point.

At the end of test, total your number of "yes" answers.

•A score greater than 50: Congratulations! Your municipality is VERY READY!

•A score of 31 to 50: you're READY and can still improve.

•A score of 21 to 30: you're close to being READY but have some work to do and changes to make.

•A score of less than 20: there are lots of opportunities for your municipality.

If you'd like to retain the information you've obtained by taking this test, please save or print before closing.