

## **2006 Work Plan Proposed New Project/Service**

### **The Capital Region Site Investigator**

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#### **Background**

Regional Planning Services has been experimenting with development of an interactive and intelligent tool for determining regional Industrial Land potential. The project, tentatively named the Site Investigator, leverages the many CRD regional databases housed in its corporate geographic information system (GIS) to do an analysis of the characteristics and variables required to locate an industrial activity.

Although initially designed to show potential areas of industrial land, the Site Investigator could be used to help locate many other types of economic activity especially with respect to the service industry. Preliminary work on the Site Investigator concept has successfully located potential areas for an exclusive coffee shop, a light boat builder and electronics manufacturing firm. There is also potential to expand the tool for locating agricultural activity (Where is the best place to grow grapes?)

#### **Purpose**

To provide a widely available tool for use by municipalities, business and investors to facilitate regional economic development.

#### **Rationale**

This initiative provides support for our department's strategic objectives, or otherwise furthers our mission by:

- Providing research tools that support planning and development in the Capital Region
- Highlights areas of opportunities and choice for economic development within the Capital Region
- Provides high quality product and service to our clients
- Provides the widest possible access to information (via the Web) to aid in public decision making
- Works in direct partnership with our member municipalities to support their own economic development objectives
- Leverages existing CRD technology and information to provide a benefit back to our clients
- Provides value-added knowledge and advice to support decision making

#### **Scope**

This project is lead by Regional Planning Services but will involve significant leadership and advice from CRD Information Technology and our member municipality planning

representatives. The initial design of the tool will be targeted to the business and investment community but will eventually be intended for general public use.

### Key Tasks/Timeline

Phase I – Proof of Concept	Initial testing begun in 3Q 2005
Phase II – Model Design & Requirements	Start 4Q 2005
Phase III – Design and Build Interface	2Q 2006
Phase IV – Test	3Q 2006
Phase V – Go-Live	4Q 2006

### Key Deliverables

1. Model design and requirements specification document	By end of 2005
2. Web interface and reporting tools	By end of 2006

### Resources

**Project Manager:** Steven Garner, Senior Research Analyst  
**Staff Commitment:** Ian Faris, Information Research Analyst  
**Budget requirements (core and supplementary):** \$15,000 (core)  
**Special Equipment/Software Needs:** Using existing infrastructure  
**Outside Expertise Requirements:** CRD IT, programming and GIS  
**Cost Sharing/Revenue Opportunities:** Possibility of charging a fee to access the service for business and investment clients.

### Anticipated Outcomes

Anticipated outcomes include:

- Member municipalities see an increase in potential business and investor inquiries as a result of the Site Investigator
- Member municipality planning staff use the Site Investigator as a planning tool
- CRD providing information and services back to member municipalities

### Potential Benefits & Risks

Risks:

- Potential investor makes a poor business decision based on using the Site Investigator

Benefits:

- CRD profile raised in a positive manner
- Leverage existing CRD data and technology assets to provide better value to our member municipalities and taxpayers
- Supports the spirit of the Economic Development provisions of the Regional Growth Strategy