



**Report:** PDL-CPL-18-24

**Region of Waterloo**  
**Planning, Development and Legislative Services**  
**Community Planning**

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**To:** Chair Tom Galloway and Members of the Planning and Works Committee

**Date:** May 1, 2018                      **File Code:** D15-02(A)

**Subject:** Workplace Count 2018

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**Recommendation:**

For Information.

**Summary:**

The Region of Waterloo, in coordination with local municipalities and the WaterlooEDC, will again be undertaking the Workplace Count, a survey of businesses and other workplaces in Waterloo Region. The information provided by workplaces will help us better plan for economic development and employment growth in Waterloo Region and meet on-going needs of employers for services and infrastructure.

**Report:**

From May to August 2018, brief surveys will be conducted door-to-door with workplaces in the cities and settlement areas across Waterloo Region. Home-based businesses and farms will not be visited. The data will be entered on field computers. Employers can also complete an online version of the questionnaire, or fax/mail a paper copy. Larger employers will be contacted separately.

Types of information collected will include:

- Number of full-time, part-time and seasonal employees;
- Type of employment activity, such as auto repair, high tech manufacturing, or legal office;
- Square footage of space used for business;
- Business attributes (date established, whether the business exports, etc); and,

- Contact information.

The information compiled from the Workplace Count will help the Region and local municipalities to:

- Create a complete picture of the types of businesses in Waterloo Region and where these jobs are located;
- Support business' needs when planning for services, infrastructure and land by planning for adequate land, sufficient services and complementary businesses;
- Understand the space requirements of different types of businesses; and,
- Analyze local business sectors.

This comprehensive count of workplaces will provide a more complete picture of businesses in Waterloo Region, which is currently unavailable from any other source. Similar employment surveys are being undertaken in other municipalities, including Halton Region, Mississauga, Toronto, York Region, Hamilton and Durham Region.

More information about this project is available at the project website:

[www.region.waterloo.on.ca/workplacecount](http://www.region.waterloo.on.ca/workplacecount). Communications materials have been developed using the tagline "Count Your Business In."

### **Area Municipal Consultation/Coordination**

The project has been guided by a Municipal Advisory Group, with representatives of the local area municipalities and the WaterlooEDC.

### **Corporate Strategic Plan:**

Tracking and monitoring employment data contributes to Strategic Focus Area 1: Thriving Economy.

### **Financial Implications:**

The Region's approved 2018 Community Planning operating budget includes \$130,000 for the Workplace Count, to be funded from the Community Planning Capital Reserve.

### **Other Department Consultations/Concurrence:**

Corporate Services (Information Technology Services) have participated in the acquisition and implementation of the hardware and software components of this project.

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**Attachments**

nil

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