**SET Regional Planning**

**Readiness Assessment Interview Guide**

**(To be used with Are We Ready Self-Assessment)**

**Community Climate**

* Describe your region.
* What are the primary obstacles to Regional Economic Development efforts in your region?
* What are the region’s primary strengths for economic development efforts?

**Knowledge about Regional Economic Development**

* How knowledgeable are regional members about Regional Economic Development (generally)? What is the overall feeling regional members express about economic development?

**Regional Knowledge of Efforts**

* Describe economic development efforts in your region that have been truly regional (i.e., benefitted/engaged multiple communities).
* How long have these efforts been going on in your region?
* What outcomes resulted from these efforts, and at what cost to the communities involved?
* Do the communities generally view these as successful/worthwhile/positive projects? If so, why? If not, why not?
* Who do (or did) these programs/projects serve? Have efforts been made to expand existing programs to different audiences?
* Have the counties proposed in this regional application worked together in the past? If so, describe what those experiences have been like. Have those experiences included economic development efforts?
* Are you aware of other economic development (but maybe not regional) plans or projects?

**Leadership**

* Who are the Economic Development leaders in this region?
* How are these leaders involved in efforts regarding Regional Economic Development? Please explain. (For example: Are they involved in a committee, task force, etc.? How often do they meet? From where do they derive their authority as a leader?)
* Would the leadership support the SET effort? What would their support look like?

**Resources for Regional Economic Development Efforts**

* Does the economic development “system” have representation from across the region geographically, industrially, organizationally and economically?
* How are current economic development efforts funded? To what extent are local business and organizations expected to donate time and money to support economic development efforts in the region? (Be prepared to provide examples.)
* Do you know if there is any evaluation of efforts that are in place to monitor Regional Economic Development? If yes, how sophisticated is the evaluation effort? How are these results to be used?

Adapted from Community Readiness Assessment (http://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/community-readiness/main)