PARKLAND COUNTY

SMART PARKLAND
ACTION PLAN

2018 - 2020

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INTRODUCTION

Parkland County's Smart Parkland Action Plan provides for the continuation of connection our rural communities to broadband. The plan works towards providing support and resources to further connect community, business, learning, lifestyle, health and agriculture through technology. Smart Parkland focuses on how technology improves your quality of life, while striving to work towards a complete community. This action plan will aid Parkland County to continue to be a leader in rural broadband infrastructure and community economic development support services.

ORGANIZATIONAL ALIGNMENT

In June 2017, Parkland County's Long-Term Strategic Plan was adopted establishing a vision and direction for current and future Councils over the next 25 years. The Smart Parkland Action Plan will be a key component in supporting Council's strategic priorities.

Parkland County Council and Administration have identified complete communities as a key strategic priority. As part of Parkland County's larger complete communities endeavours, in addition to sourcing opportunities for our regions economic prosperity. Smart Parkland supports access to technology, creating an innovative culture through broadband.

GUIDING PRINCIPLE 1.2
We are a region of connected communities, through infrastructure, transit, recreation facilities, trails, and technology.

GUIDING PRINCIPLE 2.3
We effectively pursue and manage new opportunities to stimulate economic growth, increase investment, and diversify our long – term economic bases.

ACTION PLAN DEVELOPMENT

In 2008, Council identified that it was necessary to work towards being an Intelligent Community if they wanted Parkland County to competitive for business, maintain resident retention and offer opportunity and rural resilience.

SMART PARKLAND ACTION PLAN THEMES

CONNECTIVITY

Smart Parkland believes that broadband is an essential service, as vital to economic growth as clean water and good roads.

KNOWLEDGE WORKFORCE

Intelligent communities exhibit an ability to develop a workforce qualified to perform knowledge work from the factory floor to the research lab; from the construction site to the call centre and corporate headquarters.

INNOVATION

Smart Parkland seeks innovation through a relationship between business, government and institutions such as universities and hospitals. Investment in innovative technology by government contribute to that culture and improve service to citizens while reducing operating costs.
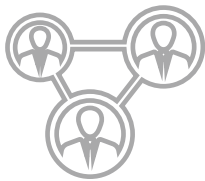
DIGITAL/SOCIAL INCLUSION

The advance of the broadband economy has heightened the exclusion of people, whether due to poverty, lack of education, prejudice, age, disability, or simply where the live. Smart Parkland will work towards the goal of ensuring everyone has access to the internet and the skills required to be part of the growing online community.

MARKETING AND ADVOCACY

Smart Parkland strives to engage residents, businesses and institutions, in understanding the challenge of keeping ahead of new technologies, identifying opportunities for positive change and ultimately becoming champions of that change.

ENVIRONMENT

As we begin to push the limits of our ecosystem to provide resources and absorb waste, we need to find ways to continue responsible growth through innovation.

CONNECTIVITY

Smart Parkland believes that broadband is an essential service, as vital to economic growth as clean water and good roads. The power of broadband can connect you to users around the world, revolutionizing how we work, play, live, educate and entertain ourselves, govern our citizens and relate to the world. Parkland County continues to build the infrastructure required create an improved network for residents and businesses.

GUIDING PRINCIPLE 1.1 - **Continue to increase connectivity and capacity for the community, using an integrated approach of wireless and fibre technologies**

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVES 1.1.1 - Complete a long term broadband strategy for the entire County.

BROAD OBJECTIVES 1.1.2 - Complete two or more fibre pilot areas.

BROAD OBJECTIVES 1.1.3 - Create engineering standards and multi trench agreements to support future fibre builds

BROAD OBJECTIVES 1.1.4 - Explore grant opportunities to continue with the broadband project.

GUIDING PRINCIPLE 1.2 - **Build on existing infrastructure to support internal organizational capabilities and redundancies to ensure efficiencies, safety and reliability.**

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVES 1.2.1 - Continue to create community hotspots in public spaces.

BROAD OBJECTIVES 1.2.2 - Connect all Parkland County facilities to reliable internet.

BROAD OBJECTIVES 1.2.3 - Establish processes to facilitate future network enhancements, reporting and lifecycles.

WHAT ARE WE DOING?

- ✓ Completed a broadband strategy for two pilot areas and begun the fibre build.
- ✓ Working with Information Services to connect County facilities.
- ✓ Network Fibre into Meridian Tower, County Services, Acheson fire hall and tower, and the Agriculture Services building.
- ✓ Six additional community WiFi hotspots were completed in 2017.

KNOWLEDGE WORKFORCE

Parkland County recognizes the need to support and increase the number of skilled workers needed to enter an expanding information economy as well as promote and advocate for innovative businesses that employ them in our community.

GUIDING PRINCIPLE 2.1- **Cultivate and nurture partnerships with post-secondary institutions, economic development organizations, non-profits and private industry to sponsor knowledge workforce initiatives, seminars and education opportunities.**

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 2.1.1 - Continue work with libraries and stakeholders to create hubs that support lifelong learning.

BROAD OBJECTIVE 2.1.2 - Continue work with agricultural producers to increase learning opportunities.

BROAD OBJECTIVE 2.1.3 - Continue to work with and host postsecondary institutions, economic development organizations, non-profit and private industry to sponsor knowledge workforce initiatives, events and learning opportunities.

GUIDING PRINCIPLE 2.2 - **Cultivate Science, Technology, Engineering, Art and Math (STEAM) learning with youth in our community.**

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 2.2.1 - Continue the advancement of the Mobile Maker Space in the libraries.

BROAD OBJECTIVE 2.2.2 - Foster working relationships with stakeholders such as schools, post-secondary, non-profit and private sector to build events such as the Maker Faire.
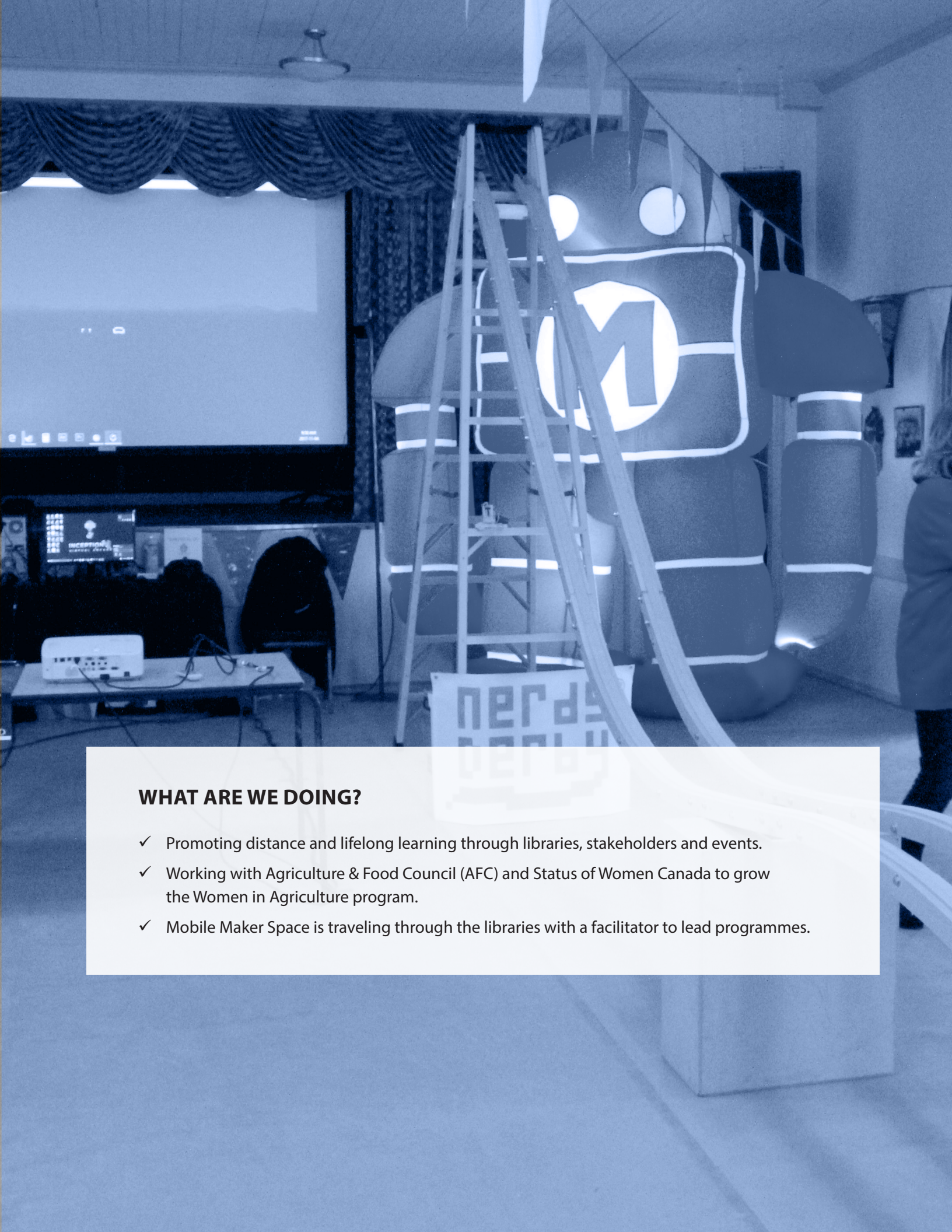
WHAT ARE WE DOING?

✓ Promoting distance and lifelong learning through libraries, stakeholders and events.

✓ Working with Agriculture & Food Council (AFC) and Status of Women Canada to grow the Women in Agriculture program.

✓ Mobile Maker Space is traveling through the libraries with a facilitator to lead programmes.

INNOVATION

Smart Parkland seeks innovation through a relationship with business, government, post-secondary institutions and hospitals. Investment in technology improves service to citizens while reducing operating costs, and furthers a culture of innovation.

GUIDING PRINCIPLE 3.1 - Encourage the community to participate in a broadband and innovation driven economy.

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 3.1.1 - Promote local innovators as leaders in our community.

BROAD OBJECTIVE 3.1.2 - Develop a rural model for a Makers Faire and execution of the event.

BROAD OBJECTIVE 3.1.3 - Showcase our community in innovative ways such as Virtual Reality in Tourism applications.

BROAD OBJECTIVE 3.1.4 - Promote and support local business through the use of the virtual farmers market.

GUIDING PRINCIPLE 3.2 - Cultivate partnerships with stakeholders to increase or discover innovation in Parkland County.

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 3.2.1 - Work with post-secondary institutions to create capstone projects within our community.

BROAD OBJECTIVE 3.2.2 - Build on NAIT Innovation Centre partnership.

BROAD OBJECTIVE 3.2.3 - Work to form innovative and technology based solutions to areas of governance that will enhance customer service.

BROAD OBJECTIVE 3.2.4 - Foster the potential for Parkland County to be a living lab.

BROAD OBJECTIVE 3.2.5 - Create a strategy that utilizes broadband and innovation that allows the elder population to stay in their rural homes.
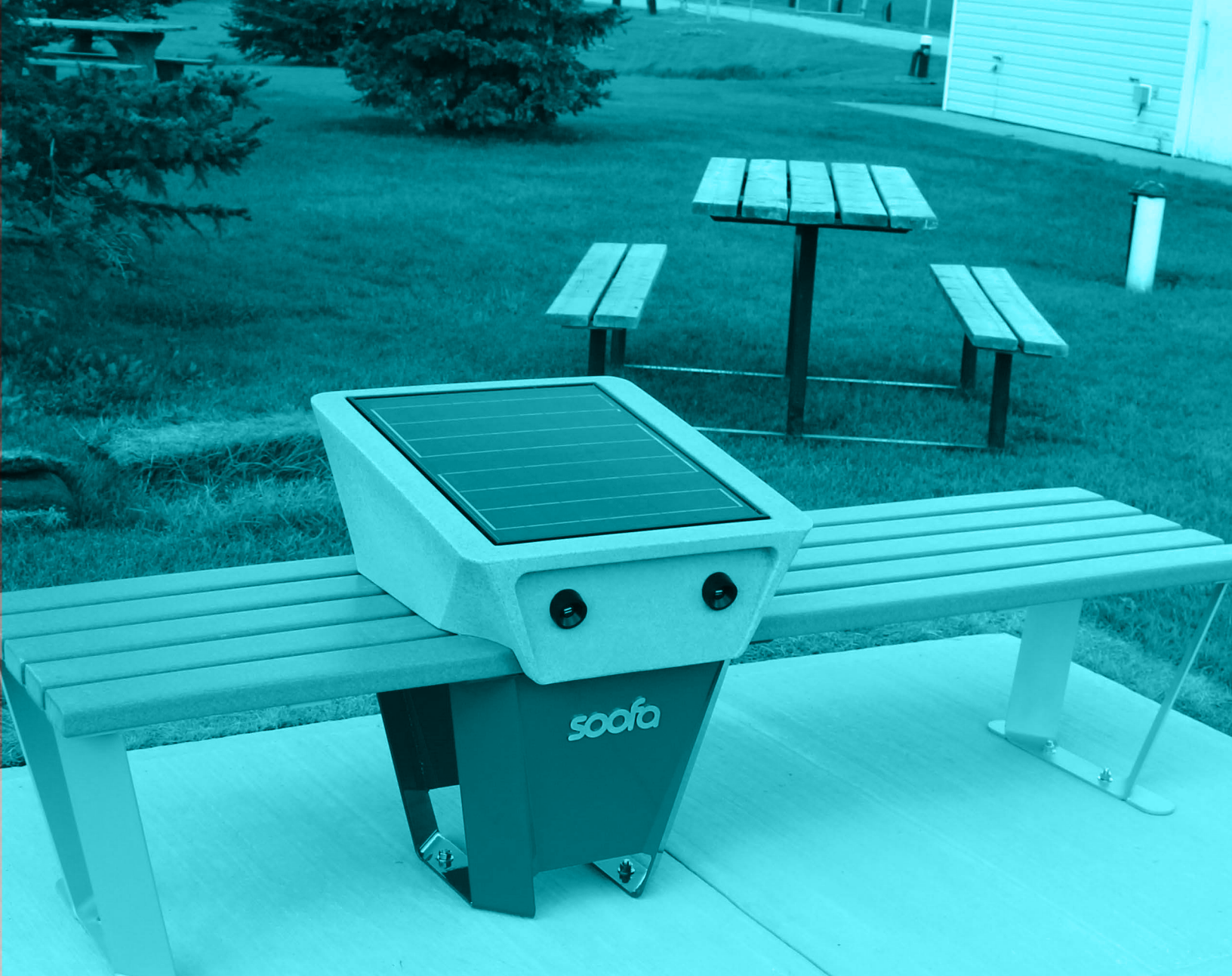
WHAT ARE WE DOING?

✓ Production of video series showcasing local innovators.

✓ First Maker Faire took place in November 2017.

✓ Virtual Reality of Chickakoo Park launched on Google platform.

✓ Project planning with NAIT Innovation Centre and its students.

✓ Visioning session took place with stakeholders and community members.
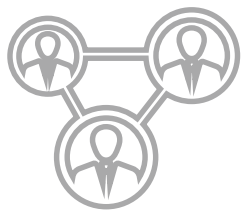
DIGITAL INCLUSION

Parkland County believes digital equality is a simple principle: everyone in the community deserves access to broadband technologies and the skills to use them. Whether it is as simple as online banking or marketing your product the the world everyone deserves the opportunity to sahre their story.

GUIDING PRINCIPLE 4.1 - **Increase the public access points to the internet.**

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 4.1.1 - Continue to create public WiFi spaces.

BROAD OBJECTIVE 4.1.2 - Build on the telecommunication partnerships to have hotspots be signed out from the libraries.

GUIDING PRINCIPLE 4.2 - **Continue to support the education that comes with broadband and its uses to enhance quality of life.**

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 4.2.1 - Enhance the digital literacy offerings throughout the community.

BROAD OBJECTIVE 4.2.2 - Create an environment where lifelong learning is encouraged and supported through stakeholder partnerships.

BROAD OBJECTIVE 4.2.2 - Work with internet providers and postsecondary to create a student package that is affordable so everyone has access to education opportunities.

WHAT ARE WE DOING?

✓ Completed six public WiFi spaces in 2017.

✓ Increased the TELUS Hubs to three per library.

✓ Offered digital literacy courses in partnership with TriCala and local libraries.

✓ Provided libraries with Chrome books to be lent to support those families that don't have
  access to devices.

MARKETING AND ADVOCACY

Smart Parkland strives to engage citizens, businesses and institutions, ahead of new technologies, identifying opportunities for positive change and, ultimately, be the champions of that change.

GUIDING PRINCIPLE 5.1 - **Marketing to residents, businesses and producers to let them know the opportunities available through the use of broadband.**

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 5.1.1 - Creation of video series showcasing local innovators.

BROAD OBJECTIVE 5.1.2 - Continue to sell collocation packages to providers and other private industry to offset operational and infrastructure costs.

BROAD OBJECTIVE 5.1.3 - Community engagement for future Smart Parkland initiatives.

GUIDING PRINCIPLE 5.2 - **Continue to advocate for improved broadband service and capacity for County residents and businesses, through organizations, municipalities and stakeholder groups.**

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 5.2.1 - Continue conversations and activities with regional, provincial and national broadband working groups.

BROAD OBJECTIVE 5.2.2 - Continue work with International groups to create global change on the topic of broadband.

WHAT ARE WE DOING?

✓ Infograph and video series created.

✓ Marketing package for Wireless Internet Service Providers (WISPS).

✓ Participating in a provincial working group to help shape the provincial broadband strategy.

ENVIRONMENT

As we begin to push the limits of our ecosystem to provide resources and absorb waste, we need to find ways to continue responsible growth through innovation.

GUIDING PRINCIPLE 6.1 - **Reduce our environmental footprint by improving the public's ability to access information, goods, products and services online.**

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 6.1.1 - Continue to improve accessibility and capacity of the broadband network.

GUIDING PRINCIPLE 6.2 - **Find innovation solutions to work towards a sustainable community.**

RECOMMENDED BROAD OBJECTIVES:

BROAD OBJECTIVE 6.2.1 - Continue to explore new technologies to help reduce our environmental impact while increasing quality of life for residents.

BROAD OBJECTIVE 6.2.2 - Utilize technology and innovation to monitor, support and sustain land stewardship.

WHAT ARE WE DOING?

✓ Parkland County transfer stations track the volume of e-waste.

✓ Installation of two Soofa Solar charging benches in community spaces.

IMPLEMENTATION PLAN

For the implementation of the Smart Parkland Action Plan, Parkland County will carry forward 2016 MSI budget, the existing operating budget as well as continue to apply for grants and funding from outside sources.

The implementation of this plan will be a collaborative effort with both internal and external stakeholders. As we look forward to what the innovative future will bring, Smart Parkland is a road map that will esnure a better quality of life while working towards a complete community.

CONNECTIVITY

Guiding Principle 1.1: Continue to increase connectivity and capacity for the community, using an integrated approach of wireless towers and fibre.

BROAD OBJECTIVE 1.1.1 - Complete a long term broadband strategy for the entire County

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	ONet, Government of Alberta	2018-2019

BROAD OBJECTIVE 1.1.2 - Complete two or more fibre pilot areas.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Grant Funding	ONet	2018

BROAD OBJECTIVE 1.1.3 - Create engineering standards and multi trench agreements to support future fibre builds.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Planning & Development, Engineering	2018

BROAD OBJECTIVE 1.1.4 - Explore grant opportunities to continue with the broadband project.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Finance, Government of Alberta, Federal Government	2018 - 2020

(((•))) CONNECTIVITY

Guiding Principle 1.2: Build on existing infrastructure to support internal organizational capabilities and redundancies to ensure efficiencies, safety and modern governance.

BROAD OBJECTIVE 1.2.1- Continue to create community hotspots in public spaces.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget, Grants	WISPS	2018-2020

BROAD OBJECTIVE 1.2.2 - Connect all Parkland County facilities to reliable internet.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Grant Funding	ONet, Bell, Information Services	2018 - 2019

BROAD OBJECTIVE 1.2.3 - Establish processes to facilitate future network enhancements, reporting and life cycles.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Finance, Corporate Services	2018 - 2019

KNOWLEDGE WORKPLACE

Guiding Principle 2.1: Cultivate and nurture partnerships with post-secondary, economic development organizations, non-profits and private industry to sponsor knowledge workforce initiatives, seminars and education opportunities.

BROAD OBJECTIVE 2.1.1 - Continue to work with libraries and stakeholders to create hubs that support lifelong learning.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	NAIT, U of A, Athabasca University, Norquest College, TriCala, Parkland Libraries	Ongoing

BROAD OBJECTIVE 2.1.2 - Continue working with the Women in Agriculture program to create local cohorts.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget, Grants	Agriculture & Food Council, Status of Women of Canada	2018

BROAD OBJECTIVE 2.1.3 - Continue to work with and host postsecondary institutions, economic development organizations, non-profit and private industry to sponsor knowledge workforce initiatives, events and learning opportunities.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	All post-secondary institutions, non-profit groups, libraries, Government of Alberta	Ongoing

KNOWLEDGE WORKPLACE

Guiding Principle 2.2: Cultivate Science, Technology, Engineering, Art and Math (STEAM) learning with youth in our community.

BROAD OBJECTIVE 2.2.1 - Continue the advancement of Mobile Maker Space in the libraries.			
RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Parkland County Libraries	Ongoing

BROAD OBJECTIVE 2.2.2 - Foster working relationships with stakeholders such as schools, postsecondary, non-profits and private sector to build events such as the Maker Faire.			
RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Parkland School Division, Libraries, Makerfaire.org	Ongoing

INNOVATION

Guiding Principle 3.1: Encourage the community to participate in a broadband and innovation driven economy.

BROAD OBJECTIVE 3.1.1 - Promote local innovators as leaders in our community.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Economic Diversification, Community Futures, Chambers of Commerce, Financial Institutions	2018-2020

BROAD OBJECTIVE 3.1.2 - Develop a rural model for a Makers Faire and execution of the event.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Parkland School Division, Maker Faire International, Parkland Libraries, Private Sector	Annual Event

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BROAD OBJECTIVE 3.1.3 - Showcase our community in innovative ways such as Virtual Reality in tourism applications.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Tourism, Parks and Recreation, Communications, Private Sector	Ongoing

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BROAD OBJECTIVE 3.1.4 - Promote and support local business through the use of the virtual farmers market.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Economic Diversification, County of Northern Lights, private sector, Farmers Markets, Alberta Agriculture	Ongoing

⚙️ INNOVATION

Guiding Principle 3.2: Cultivate partnerships with stakeholders to increase or discover innovation in Parkland County.

BROAD OBJECTIVE 3.2.1 - Work with post-secondary institutions to create capstone projects within our community.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Post-secondary Institutions, private sector	Ongoing

BROAD OBJECTIVE 3.2.2 - Build on NAIT Innovation Centre partnership.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Post-secondary Institutions, private sector	Ongoing

BROAD OBJECTIVE 3.2.3 - Work to form innovative and technology based solutions to areas of governance that will enhance customer service.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget, Grants	All internal departments, post-secondary institutions, private sector	Ongoing

BROAD OBJECTIVE 3.2.4 - Foster the potential for Parkland County to be a living lab.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget, Grants, Private Sector Funding	All internal departments, post-secondary institutions, private sector	Ongoing

BROAD OBJECTIVE 3.2.5 - Create an Aging in Place strategy that utilizes broadband and innovation to allow for the aging population to stay in their rural homes.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget, Grants, Private Sector Funding	Postsecondary institutions, Private Sector, non-profit Sector	2018-2020

SOCIAL AND DIGITAL INCLUSION

Guiding Principle 4.1: Increase the public access points to the Internet.

BROAD OBJECTIVE 4.1.1 - Continue to create public WiFi spaces.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget, Grants, Private Sector Funding	Government of Alberta	2018-2020

BROAD OBJECTIVE 4.1.2 - Build on the telecommunications partnerships to have hotspots signed out from the libraries.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Telus, Parkland Municipal Libraries	2018-2019

Guiding Principle 4.2: Continue to support the education that comes with broadband and its uses to enhance quality of life.

BROAD OBJECTIVE 4.2.1 - Enhance the digital literacy offerings throughout the community.			
RECOMMENDED LEAD: Smart Parkland	FUNDING: Existing Operating Budget, Grants, Private Sector	POTENTIAL PARTNERS: Parkland Libraries, Post-secondary Institutions, Non Profit Organizations	TIMELIME: Ongoing

BROAD OBJECTIVE 4.2.2 - Create an environment where lifelong learning is encouraged and supported through stakeholder partnerships.			
RECOMMENDED LEAD: Smart Parkland	FUNDING: Existing Operating Budget, Grants, Private Sector	POTENTIAL PARTNERS: Parkland Libraries, Post-secondary Institutions, Non Profit Organizations	TIMELIME: Ongoing

BROAD OBJECTIVE 4.2.3 - Work with internet providers and postsecondary to create a student package that is affordable so everyone has access to education opportunities.			
RECOMMENDED LEAD: Smart Parkland	FUNDING: Existing Operating Budget, Grants, Private Sector	POTENTIAL PARTNERS: Postsecondary Institutions, Telecommunications Companies	TIMELIME: Ongoing

MARKETING AND ADVOCACY

Guiding Principle 5.1: Marketing to residents, businesses and producers to let them know what opportunities are available through the use of broadband.

BROAD OBJECTIVE 5.1.1 - Creation of a video series showcasing local innovators.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Private Sector, Libraries	Ongoing

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BROAD OBJECTIVE 5.1.2 - Continue to sell collocation packages to providers and other private industry offset operational and infrastructure costs.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Communications, ComTec	Ongoing

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BROAD OBJECTIVE 5.1.3 - Community engagement for future Smart Parkland initiatives.

RECOMMENDED LEAD:	FUNDING:	POTENTIAL PARTNERS:	TIMELIME:
Smart Parkland	Existing Operating Budget	Private Sector, Residents, Internal Departments	2018-2019

📣 MARKETING AND ADVOCACY

Guiding Principle 5.2: Continue to advocate for improved broadband service and capacity for County residents and businesses; through organizations, municipalities and stakeholder groups.

BROAD OBJECTIVE 5.2.1 - Continue conversations and activities with regional and provincial broadband working groups.			
RECOMMENDED LEAD: Smart Parkland	FUNDING: Existing Operating Budget	POTENTIAL PARTNERS: Province of Alberta, federal government, other municipalities, post-secondary Institutions, WISPS	TIMELIME: 2018-2020

BROAD OBJECTIVE 5.2.2 - Continue working with International groups to create global change on the topic of broadband.			
RECOMMENDED LEAD: Smart Parkland	FUNDING: Existing Operating Budget	POTENTIAL PARTNERS: Intelligent Community Forum	TIMELIME: 2018-2019

ENVIRONMENT

Guiding Principle 6.1: Reduce our environmental footprint by improving the public's ability to access goods, products and services online.

BROAD OBJECTIVE 6.1.1- Continue to improve accessability and capacity of the broadband network.			
RECOMMENDED LEAD: Smart Parkland	FUNDING: Existing Operating Budget, MSI Funding, additional grant opportunities, private sector.	POTENTIAL PARTNERS: Provincial and federal governments, Private Sector	TIMELIME: Ongoing

ENVIRONMENT

Guiding Principle 6.2: Find innovative solutions to work towards a sustainable community.

BROAD OBJECTIVE 6.2.1- Continue to explore new technologies to help reduce our environmental impact while increasing quality of life for residents.			
RECOMMENDED LEAD: Smart Parkland	FUNDING: Existing Operating Budget, grants, private sector.	POTENTIAL PARTNERS: Information Services, Community Sustainability, private sector, post-secondary institution	TIMELIME: Ongoing

BROAD OBJECTIVE 6.2.2- Utilize technology and innovation to monitor, support and sustain land stewardship.			
RECOMMENDED LEAD: Smart Parkland	FUNDING: Existing Operating Budget, grants,	POTENTIAL PARTNERS: Community Sustainability, non-profit organizations, Provincial government, private sector	TIMELIME: Ongoing

parkland county