



# SMART PARKLAND ACTION PLAN

2018 - 2020

# WHY

- Parkland County acknowledges that a Smart Parkland Action Plan provides a strategic direction to continue to get rural residents connected to broadband. The plan works towards providing support and resources to further connect community, business, learning, lifestyle, health and agriculture through technology.



# ALIGNMENT

Although Smart Parkland supports many areas within the Strategic Plan, both the Complete Communities Pillar and the Strategic Economic Diversification Pillar specifically identify supporting technologies in their Guiding Principles (1.2) (2.3). To enhance the Smart Parkland program within Parkland County, key stakeholders must come together to fulfill the Guiding Principle's broad objective of:

- *"Investing in , owning, and maintaining infrastructure that supports access to technology, improving quality of life and business viability."*
- *"Proactively pursuing opportunities in key market segments, including supply chain and logistics; value-added food and agriculture production; manufacturing; and, information and communication technologies."*

## GUIDING PRINCIPLE 1.2

*"We are a region of connected communities, through infrastructure, transit, recreation facilities, trails and technology."*

*Parkland County's Long-Term Strategic Plan, 2017*

## GUIDING PRINCIPLE 2.3

*"We effectively pursue and manage new opportunities to stimulate economic growth, increase investment, and diversify our long-term economic bases."*

*Parkland County's Long-Term Strategic Plan, 2017*

# ACTION PLAN PILLARS



## *CONNECTIVITY*

Smart Parkland believes that broadband is the next essential utility, 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, and from the construction site to the call center or corporate headquarters.



## *INNOVATION*

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

# ACTION PLAN PILLARS



## ***DIGITAL/SOCIAL INCLUSION***

The advance of the broadband economy has worsened the exclusion of people, whether due to poverty, lack of education, prejudice, age, disability, or simply where they live. Smart Parkland is working towards the goal of making sure everyone has access to the internet and the skills to be part of the growing online community.



## ***MARKETING AND ADVOCACY***

Smart Parkland strives to engage citizens, as well as 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 up against the limits of the ecosystem to provide resources and absorb waste, we need to find ways to continue growth – with all of its positive impacts on the community while reducing the environmental impact on growth.



# CONNECTIVITY

**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.



# KNOWLEDGE WORKFORCE

**GUIDING PRINCIPLE 2.1** - Cultivate and nurture partnerships with Postsecondary, 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 STEAM (Science, Technology, E ngineering, Art and Math) 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 stakeholde rs such as schools, postsecondary, non -profit and private sector to build events such as the Maker Faire.



# 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 postsecondary 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 an Aging in Place strategy that utilizes broadband and innovation to allow for the aging population to stay in their rural homes.





# DIGITAL INCLUSION

**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.



# 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.

*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.



# ENVIRONMENT

**GUIDING PRINCIPLE 6.1** - Reduce our environmental footprint by improving the public's ability to access 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.

# BUDGET



## IMPLEMENTATION:

The plan will be implemented through existing capital and operating budget dollars.

# NEXT STEPS

*February 27<sup>th</sup>, 2018*

Presentation to Council &  
request for approval

*2018 – 2020*

Implementation

