

2018 Business Plan: Smart Parkland

1. WHO ARE WE: DEPARTMENT OVERVIEW

- SMART Parkland has six core pillars:
 - Connectivity
 - Knowledge Workforce
 - Innovation
 - Social Inclusion
 - Marketing & Advocacy
 - Environment
- Through these pillars, SMART Parkland does the following:
 - Aims to get rural residents, businesses and producers connected to the internet. Dedicated to connecting community, business, learning, lifestyle, health and agriculture through technology.
 - Focuses on how technology improves lives, careers, businesses and communities.
 - Increases capacity and connectivity within Parkland County.
 - Supports, promotes and creates opportunities for distance learning, business and residents
 - Supports new initiatives to use the rural communications network for innovative ways to provide existing or new internal or external services more efficiently and effectively
 - Assists entrepreneurs, small business, and producers through education and learning opportunities
 - Supports creating opportunities for increased social and digital inclusion for residents

2. RECENT ACHIEVEMENTS

2.1 Infrastructure and Amenities

- Four new tier 3 Towers constructed in 2016
- Fibre connection established to Meridian and Entwistle towers
- Six more community spaces now have hot spots, bringing this number up to approximately twelve in total
- Fibre strategy created for two areas of the County; one for high density (Entwistle) and one for country residential.

2.2 Programming

- Programming launched in libraries, in partnership with libraries and Tri-Cala
 - Supports digital inclusion
 - Promotes distance learning, learn where you live
 - Mobile Maker Space is going with STEAM learning programs for youth
- Telus WiFi hubs to all Parkland County rural libraries
- 12 Webinars created for small business, they will be rolled out one a month starting September
- Women in Agriculture learning series completed, in partnership with Ag and Food Council and Status of Women
- Virtual Reality Tourism project for Chikakoo

3. OPPORTUNITIES AND CHALLENGES

3.1 Provincial and Federal Support

- Support and attention for broadband infrastructure is increasing from other levels of government
- This may result in the availability of additional grant funding

3.2 Keeping Pace with Emerging Technology

- It is difficult to predict emerging technologies related to broadband and connectivity; therefore, we must balance current investment with future advancements in technology

4. LINKS TO PLANS AND STUDIES

4.1 Municipal Development Plan (MDP)

- Several areas within the MDP link to Smart Parkland, including Growth in Homebased Business, Priority Growth Hamlets, Locating Communication towers, and support for Smart Parkland.

4.2 ICSP

5. KEY PERFORMANCE INDICATORS

- Percentage of Properties with Fibre Access
 - This measure is an indicator for community accessibility to the Broadband Economy and Community Services.

6. PROGRAMS AND SERVICES

- Connectivity
 - Build, maintain, operate broadband infrastructure
 - Sales to drive collocation on infrastructure
 - Work with multiple internal departments to connect systems and facilities
 - Policy review
 - Stakeholder coordination
- Knowledge Workforce
 - Creation of programming to increase knowledge base such as workshops and webinars
 - Work with postsecondary partnerships to create educational opportunities both for residents, businesses and producers as well as their students in a research or capstone capacity
- Innovation
 - Multiple areas of programming and customer support
 - Bringing innovative products to our municipal landscape ie; sensors, monitoring pieces
 - Creation of a Maker Faire
 - Library partnerships for pieces like GPS unit access
 - Showcasing our local leaders and innovators to create a community of innovation and a living lab scenario
 - Partnership with NAIT Innovation Centre to use technology in a rural setting
- Social Inclusion
 - Partnerships with the libraries and the adult learning association to create basic computer education to close the digital divide.
 - Partnership with private industry to create opportunities for people without adequate broadband access (ie; Telus hubs given to the libraries for resident use, Chromebook access, and training)

- Creation of multiple community hotspots to allow WIFI access for residents (Meridian sports park and several community halls)
- Marketing
 - Creating adequate signage at tower sites
 - WiFi signs at hotspots
 - Innovator video series
- Advocacy
 - Creation of Parkland utility policy for broadband
 - Working group for a regional broadband strategy
 - Working group for the provincial broadband strategy
 - ICF policy committee for an international essential service policy

7. KEY AREAS OF FOCUS, PROJECTS, AND INITIATIVES FOR 2018

	Title	Summary	Target Start Date and Completion Date (l.e. Sept 2018-Sept 2019)
1	Broadband Network	The goal of this ongoing project is to increase connectivity within the County, utilizing both towers and fiber options. Issues with broadband in Parkland County are related to both connectivity and capacity.	January 2018- Ongoing