

Community EcDev Forum

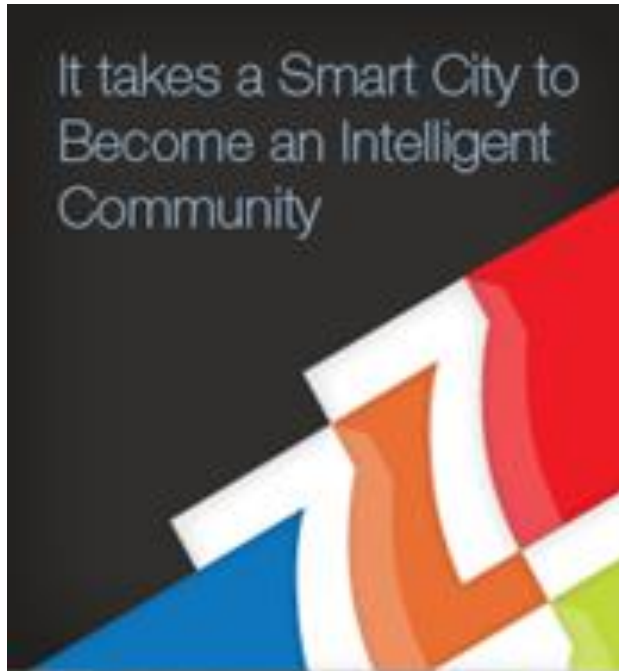
Basin Boundary

Nelson, BC

May 28, 2014

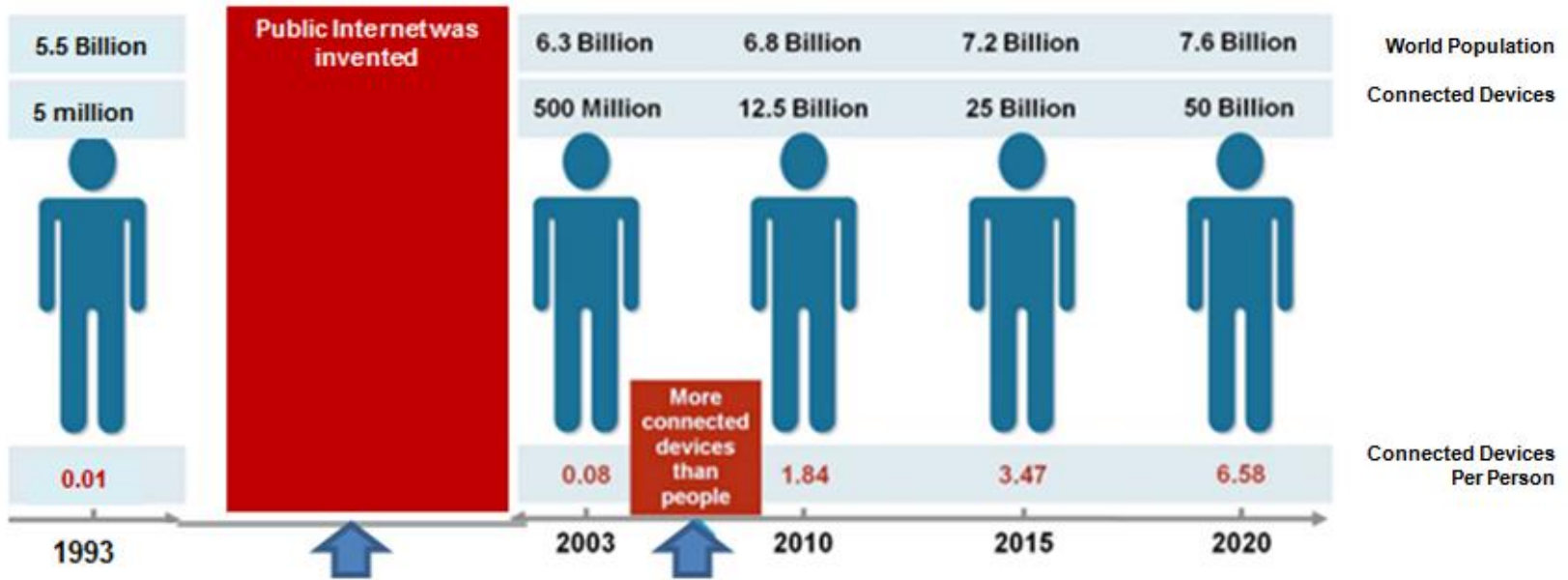


Digital Economy Potential



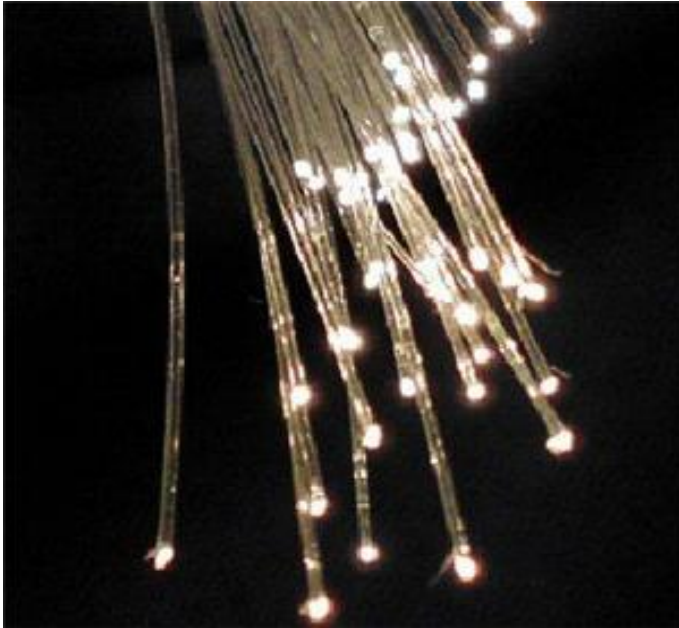
- Community economic development outcomes leveraging broadband platforms
- Basin and Stratford as Communities; rural, arts, population, local college
- Stratford Intelligent Community journey
 - Created, retained and attracted a Knowledge workforce
 - Built an innovation ecosystem
 - Marketing/advocacy
 - Digital inclusion
 - Smart Governance
- Engaging community economic development partners to make it happen
- Lessons, barriers, milestones, outcomes

The Connected World



Source: Cisco IBSG, April 2011

The Connected Community



What is an “Intelligent City/Region”?

Wired city/region > widespread high-speed Internet access, for whosoever will.

Smart city/region > broadband applications for problem solving to attain efficiencies.

Intelligent city/region > implements broadband strategy for economic & community development ... livability.

Cities/regions that embrace innovation – including smart technologies that enable well-functioning and efficient environments for their citizens and businesses – can position themselves to thrive.

They can attract talent, new business development and investment, and significantly increase their competitiveness.

Canadian Chamber of Commerce

Canadian Chamber of Commerce

Smart Cities of the Future White Paper Oct 2012

THE CANADIAN CHAMBER OF COMMERCE
LA CHAMBRE DE COMMERCE DU CANADA



Today 80% Canadians live in cities (up from 60% in 1950)

Cities drive the economy, fosters innovation and creates opportunities (jobs, investment, P3 platform)

Effective economic development will retain and attract citizens and jobs.

Infrastructure drives productivity, reduces costs and offers better environmental stewardship

“In essence, cities act as giant petri dishes, where creative types and entrepreneurs rub up against each other, combining and recombining to spark new ideas, new inventions, new businesses and new industries.”

Richard Florida, Wall Street Journal Sept 2012

Stratford, Ontario

Narrative: History of Reinvention



- 30,000 citizens, 15 sq km, historic district, parklands, culture and quality of life
- Diverse economy manufacturing, banking, healthcare, automotive, green technology
- 1850 Grand Trunk Railway Engine Yard (Edison 1864), 1900s Furniture
- Perth County, agriculture, food festivals...
- Stratford Festival & tourism 600,000 visitors
- Regional Health Centre, Rural Medicine
- AMDEC, Chef School, Conestoga College
- University of Waterloo Stratford; Open 2012 Digital Media Campus (Arts/Graduate)
- Accelerator Centre Business Incubator 2013

Intelligent Community Forum

Annual Global Ranking



ICF Key Indicators

1. Broadband
2. Knowledge Workforce
3. Digital Inclusion
4. Innovation
5. Marketing & Advocacy



“The Intelligent Community Forum seeks to share the best practices of the world's Intelligent Communities in adapting to the demands of the Broadband Economy, in order to help communities everywhere find sustainable renewal and growth.”

Your Community Narrative



- Importance of ‘story’
- DNA, culture, momentum
- Best practices
- Local and All Voices

“What are the key components
in the Basin’s story?”

“How do they endure as a culture and
economy that broadband and IT
can retain and perpetuate?”

Successful Community Engagement

1

Shared Vision and Goals

2

Active Participation

3

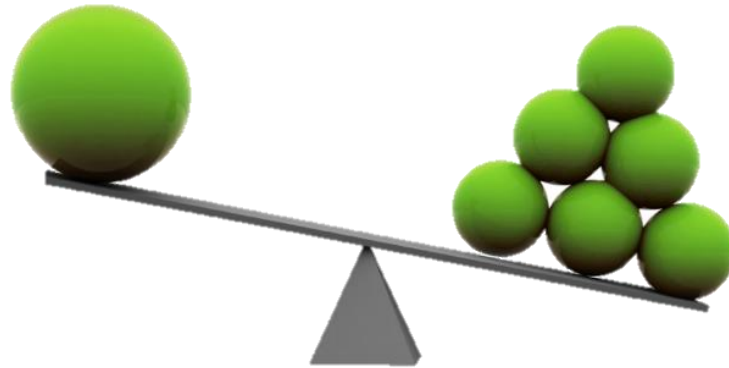
Meaningful Outcomes

Stakeholder Engagement

Shared Vision, Narrative, Participation & Outcomes

Community Stakeholders

Municipal
Residents/Orgs
Healthcare
Education
Commerce
Tourism
Social Media
Arts & Culture
Recreation

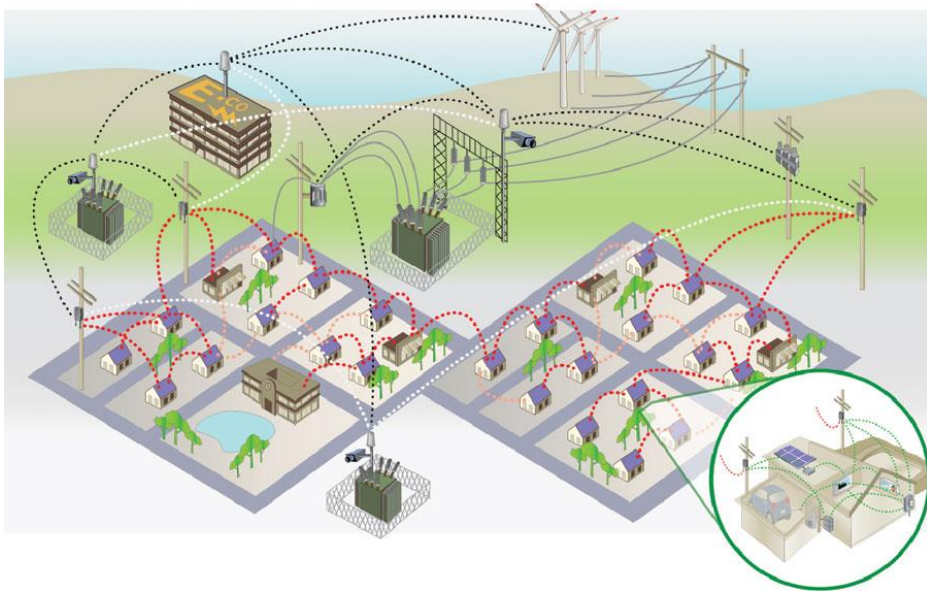


Community Initiatives

Strategic Plan
SWOT Analysis
Cultural Map
Trust Assessment
Economic Plan
Town Hall Meetings
Risk Assessment

Stratford's Smart City

Infrastructure and Digital Services "Utelco"



1Gig Lit Fibre & City-wide Wi-Fi

- Carrier grade GPON lit fibre
- 802.11N Wi-Fi (360 Access Pts)
 - Wi-fi for laptops, smartphones, visitors, students, merchants...
- 'Smart Meter' Backhaul
 - 20,000 Landis Gyr (Toshiba) Festival Hydro meters
- Residential ISP
 - \$30/mth, unlimited 8Mbps up/down
- Living Lab for global/emerging technologies
 - Toshiba, LeoNovus, Pravala

Leveraging digital platform that strengthens our community

Community:

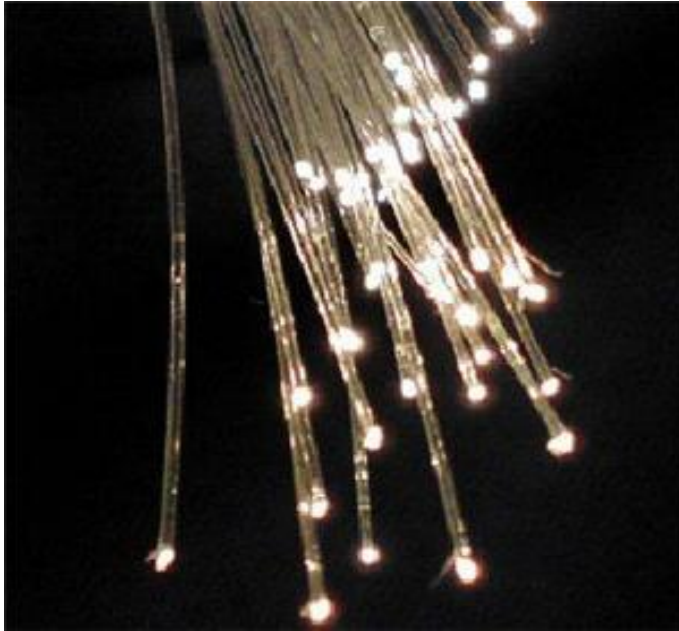
Citizens & Residential
Visitors & Tourism
Retail & Service
First Responders
Education
Public Services
Health
Manufacturing
Commerce...

Applications:

Internet Access (ISP)
Free Zone Wi-Fi
Mobile Workforce
Digital Signage
Video Broadcast
IP Voice Services
Interoperability
Digital Inclusion
M2M Energy Controls...

Stratford's Renaissance

A Digital Economy



1997 Community Digital Vision

Renaissance driven by...

- **Commerce;** RBC Data Centre, Scotiabank, Chamber of Commerce, Industry
- **Education;** U of Waterloo Digital Media campus, AMDEC, Library, Chef School
- **Technology;** Canada 3.0, Rhizome Networks, Avonova, Health Alliance
- **Culture;** Stratford Festival, Savour Stratford, Sports, Factory 163...