



COLUMBIA BASIN
RDI
RURAL DEVELOPMENT INSTITUTE

UNDERSTAND • CONNECT • MOBILIZE

Planning the Transition to a Broadband Economy

What does the research tell us?

Dr. Terri MacDonald

Regional Innovation Chair in Rural Economic Development
Selkirk College

Guiding Questions

- What fundamental concepts can help us understand the “broadband economy”?
- How is the Basin-Boundary economy changing?
- Do these changes suggest a shift toward broadband-dependent industries?
- What can we do to support the transition to a broadband economy?

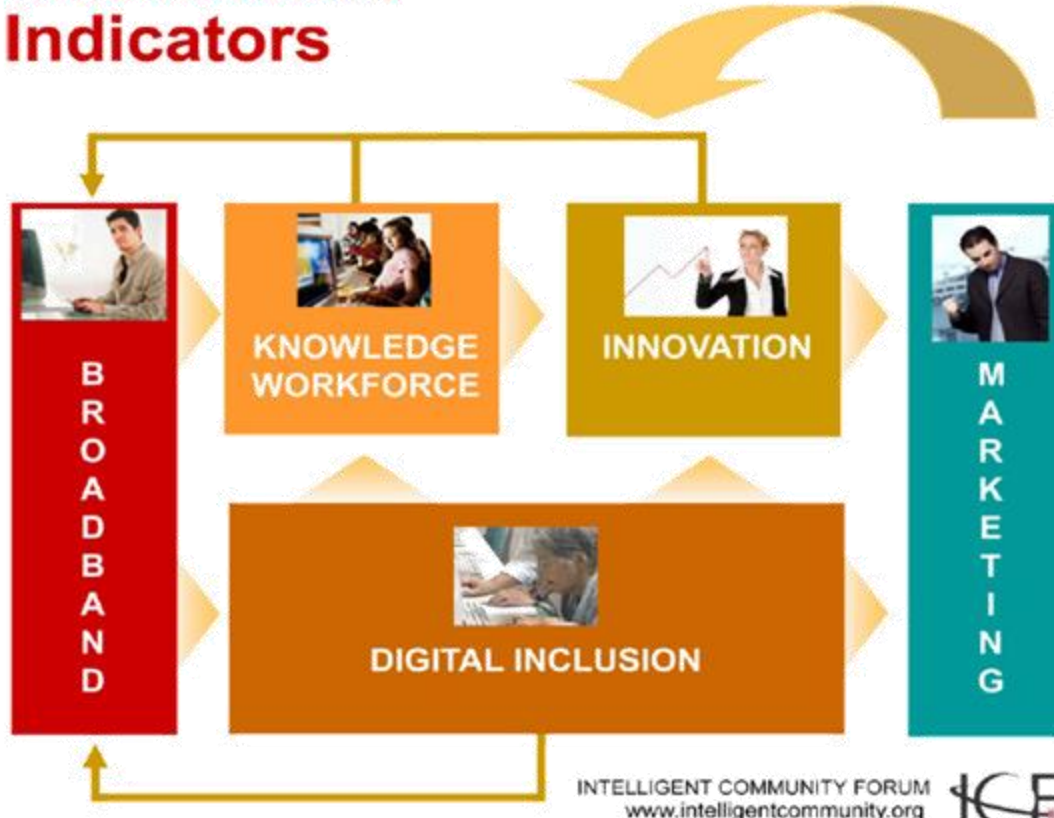
Characteristics of The Broadband Economy

- A challenge and an opportunity for rural communities
- Characterised by:
 - Mobility (capital)
 - Collaboration
 - Innovation
- Flourishes with:
 - Skilled labour force
 - Adaptable business and government
- Strong participation from Intelligent Communities

Intelligent Communities

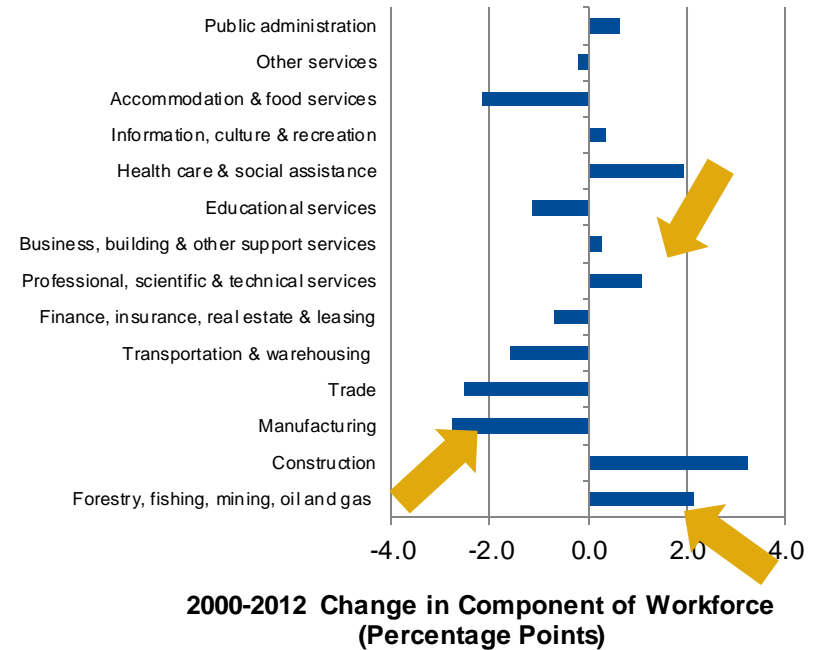
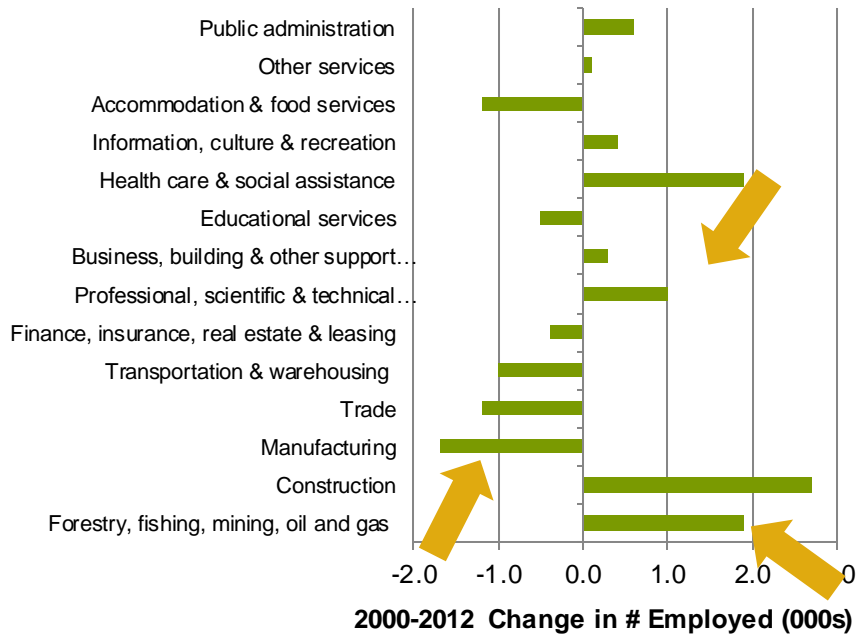
- Beyond “wired” or “smart” to “intelligent”
- Use broadband to drive prosperity and inclusion

Intelligent Community Indicators



Change in Employment by Sector

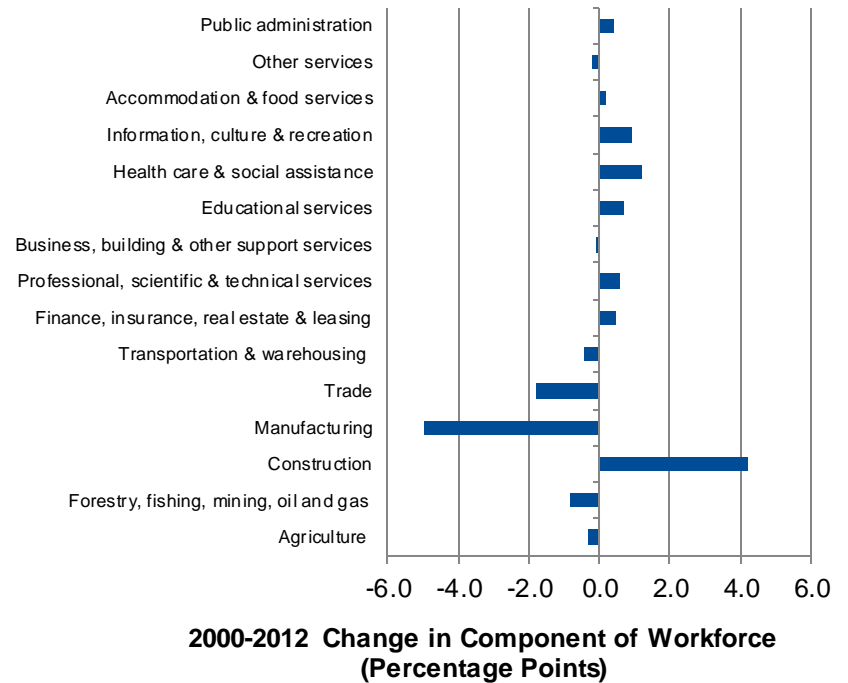
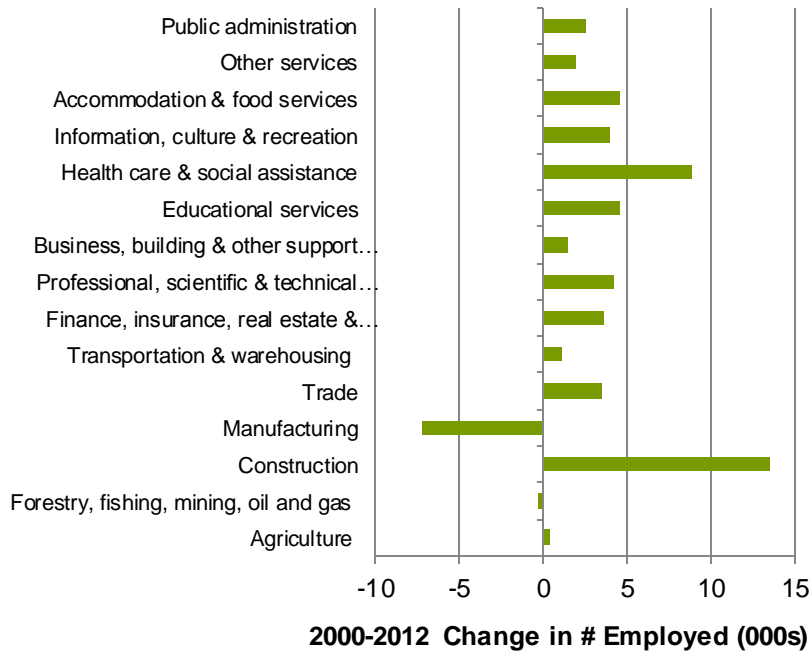
Kootenay DR



Source: BC Checkup

Change in Employment by Sector

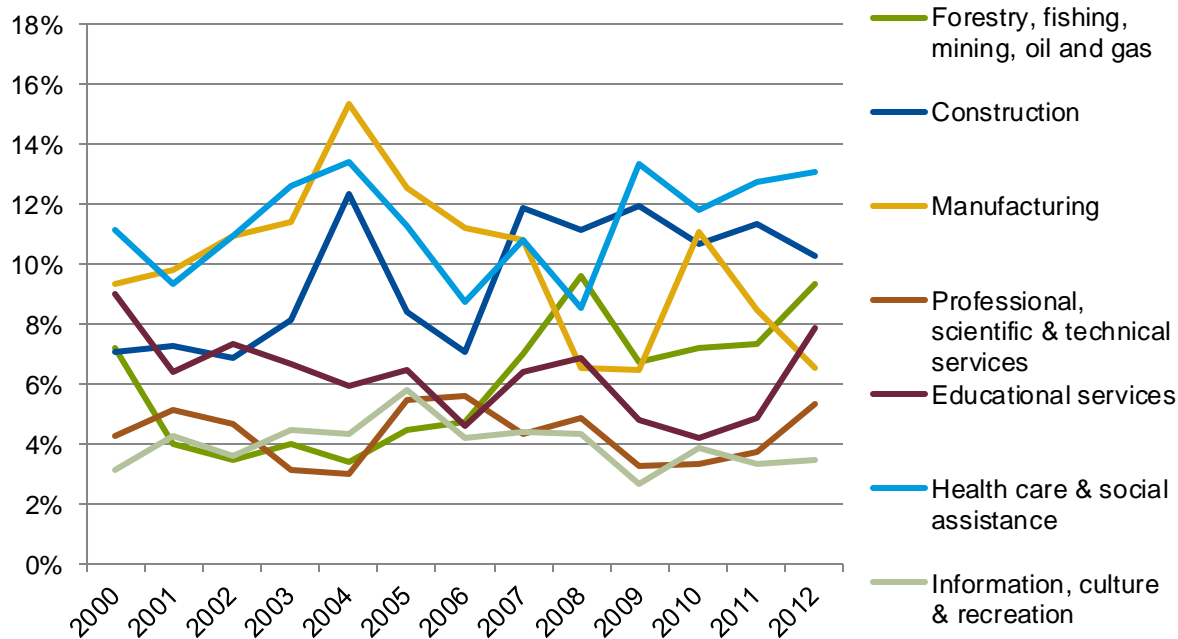
Thompson Okanagan DR



Source: BC Checkup

Change in Employment by Sector

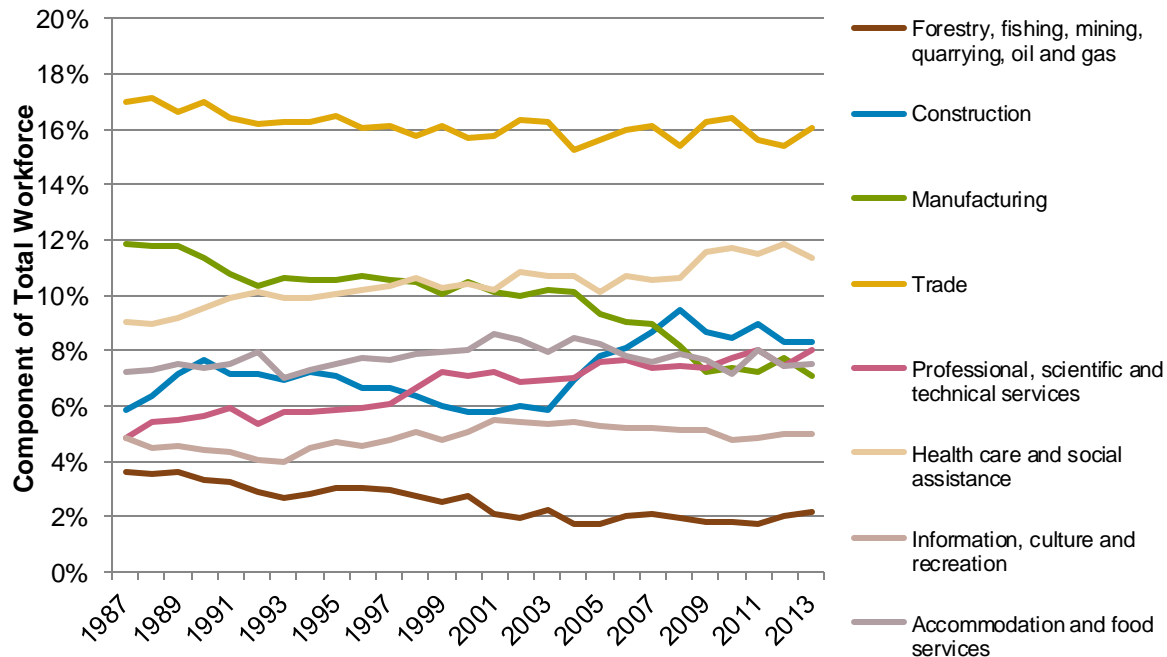
Kootenay DR, 2000-2012



Source: Labour Force Survey

Change in Employment by Sector

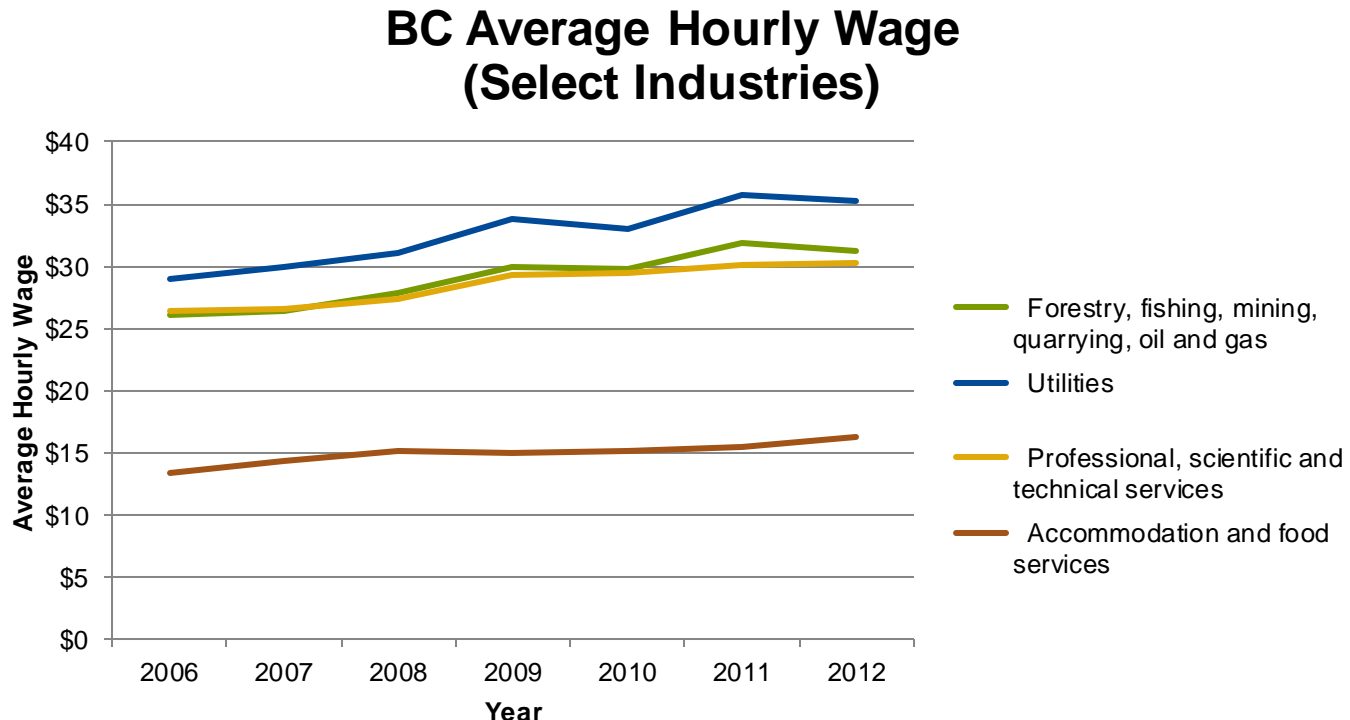
British Columbia, 1987-2013



Source: Labour Force Survey

Change in Wage by Sector

British Columbia, 2006 - 2012

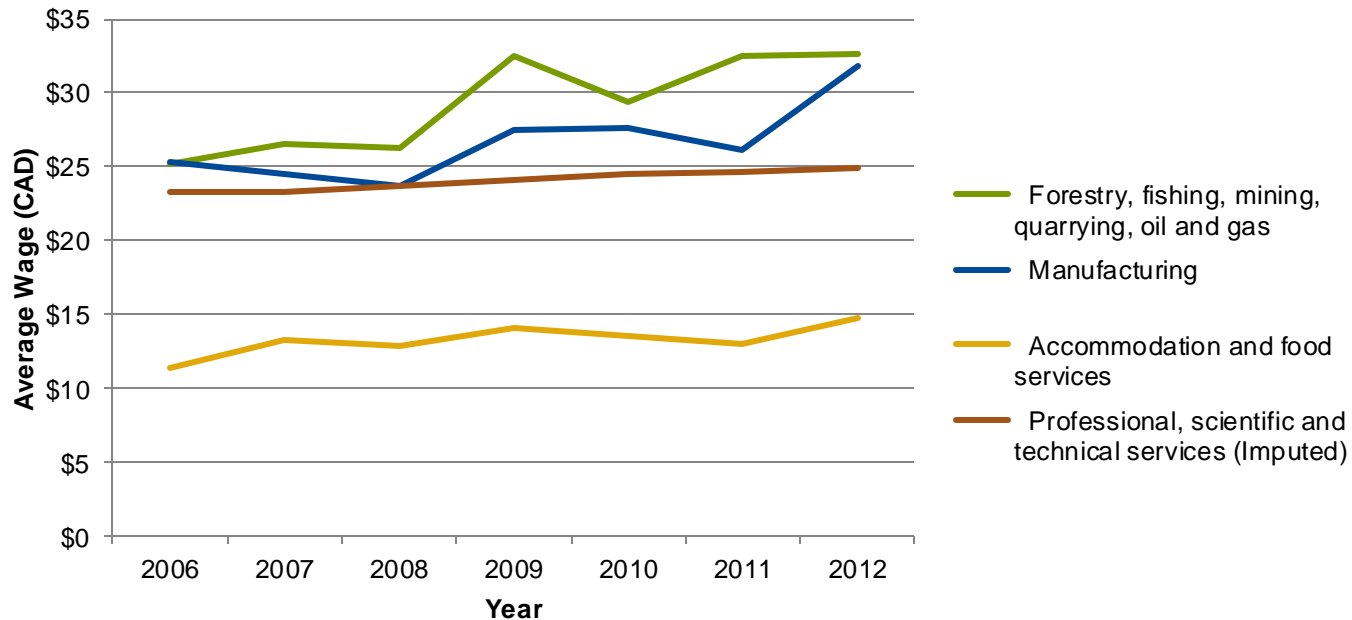


Source: Statistics Canada, Labour Force Survey,

Change in Wage by Sector

Kootenay Development Region, 2006 - 2012

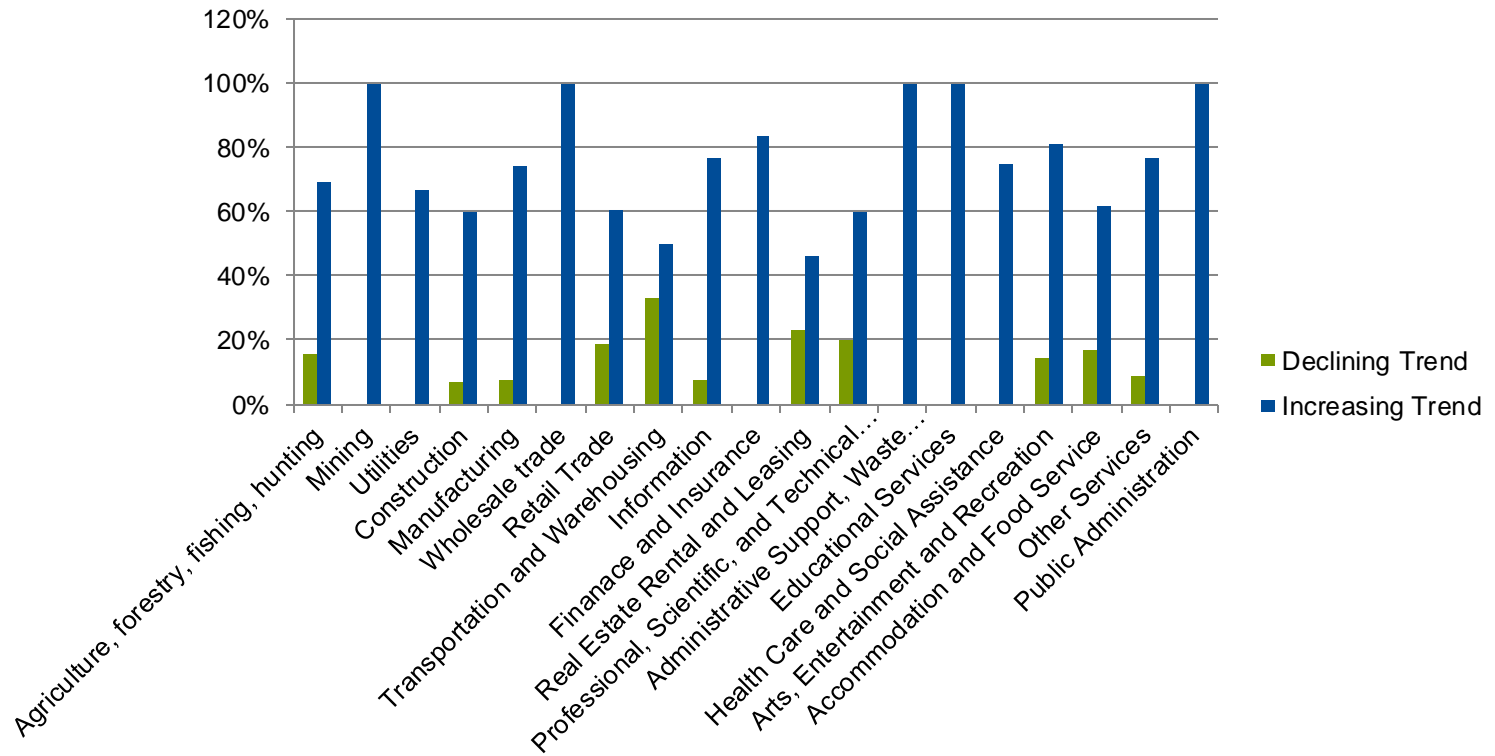
Kootenay Average Hourly Wages (Select Industries)



Source: Statistics Canada, Labour Force Survey, Custom

Historic Sales Trend by Sector

Basin-Boundary Region (Survey of 558 Businesses)

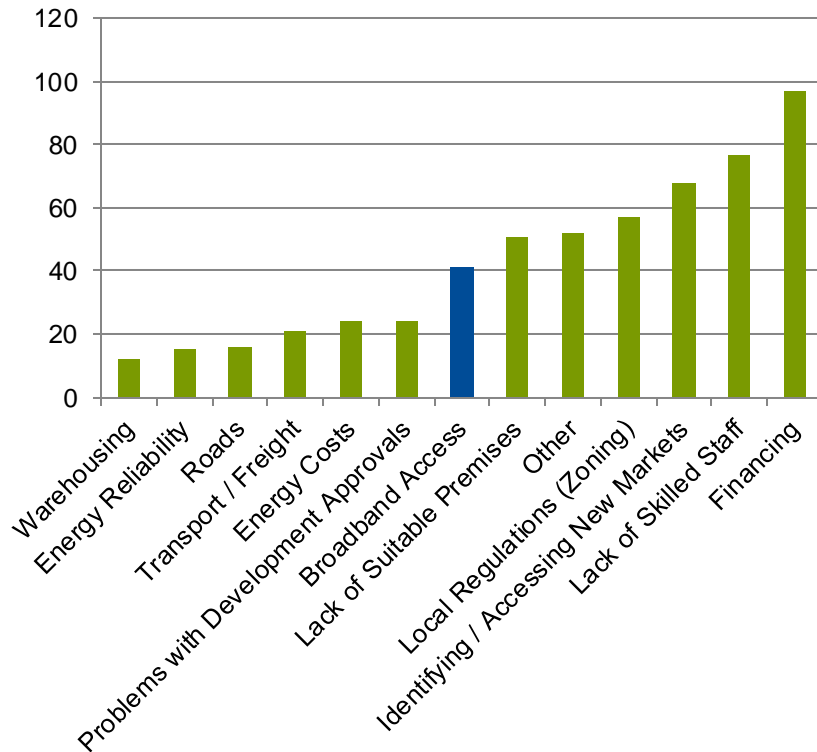


Source: Columbia Basin-Boundary BRE Project

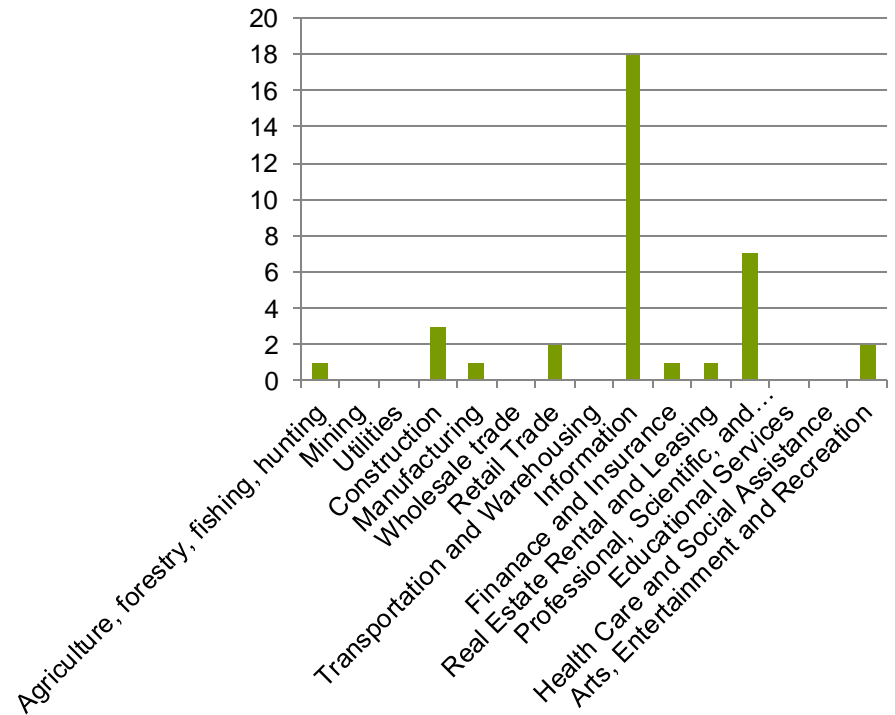
Business Expansion Constrained by Broadband Access

Basin-Boundary Region

Barriers to Expansion (# of Businesses)



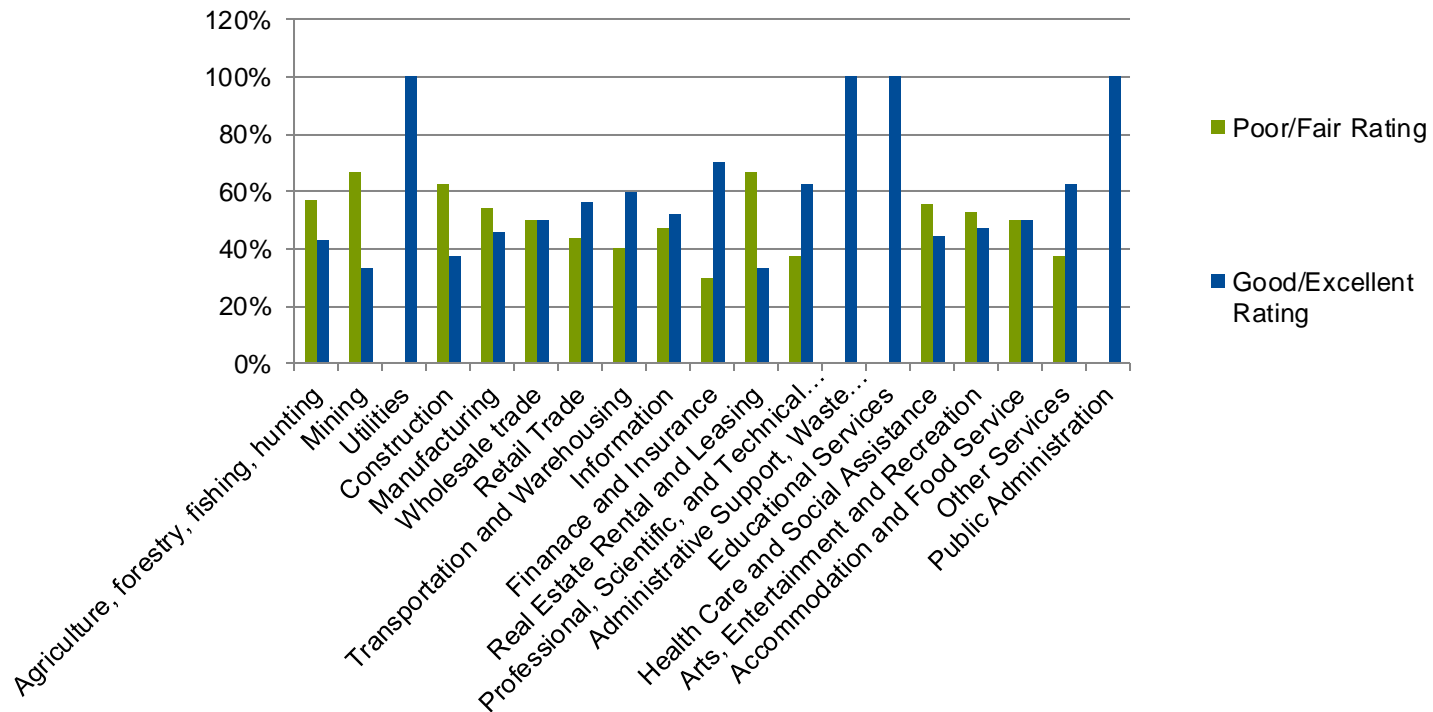
Expansion Constrained by Broadband (# of Businesses)



Source: Columbia Basin-Boundary BRE Project

Rating of Broadband Quality

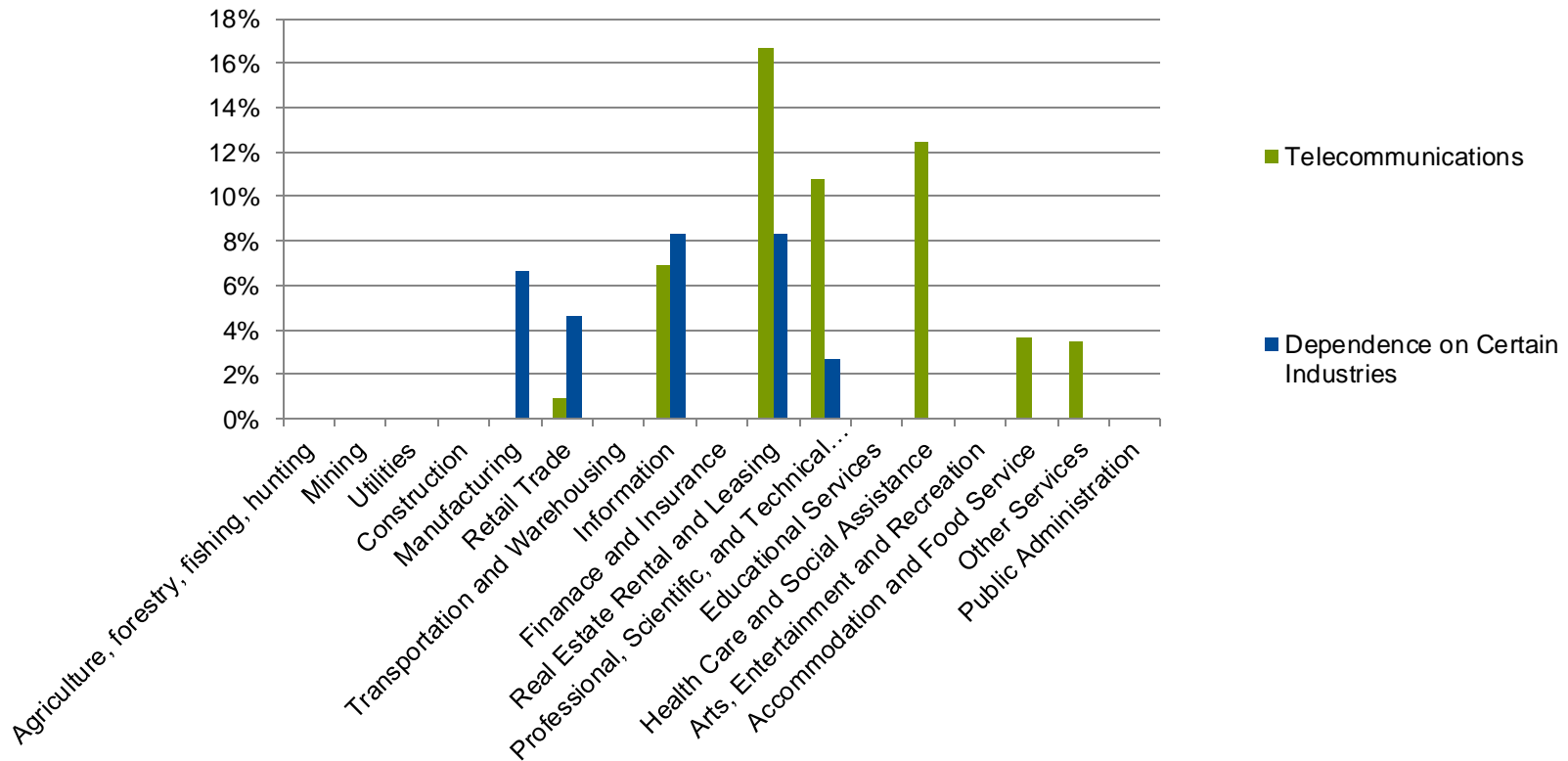
Basin-Boundary Region



Source: Columbia Basin-Boundary BRE Project

Barriers to Growth in the Region

Basin-Boundary Region

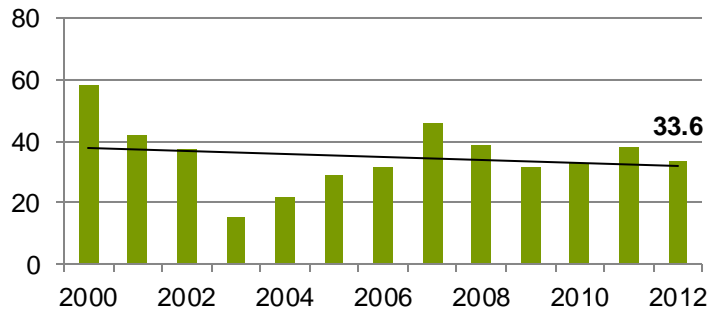


Source: Columbia Basin-Boundary BRE Project

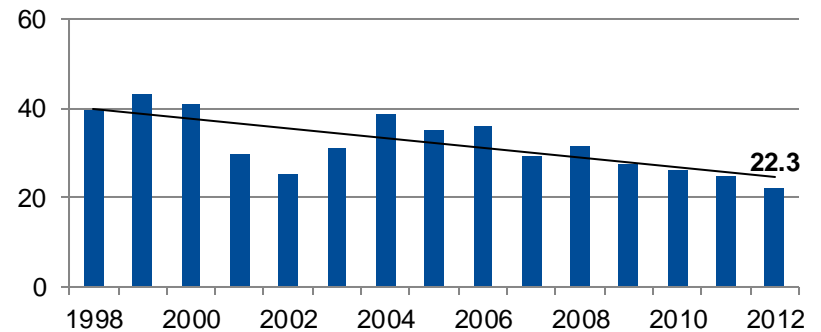
College Enrolment by Program

Selkirk College, 2000-2012

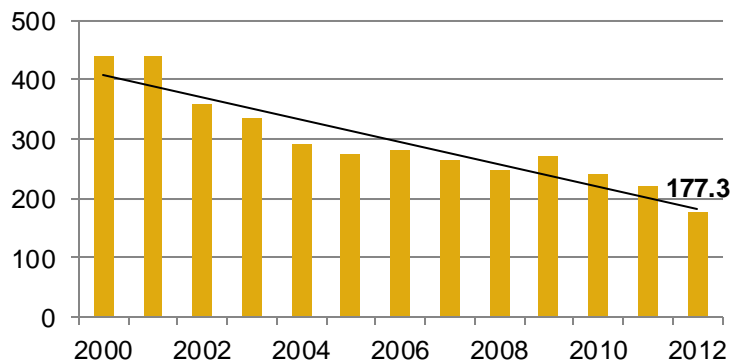
Forestry Technology



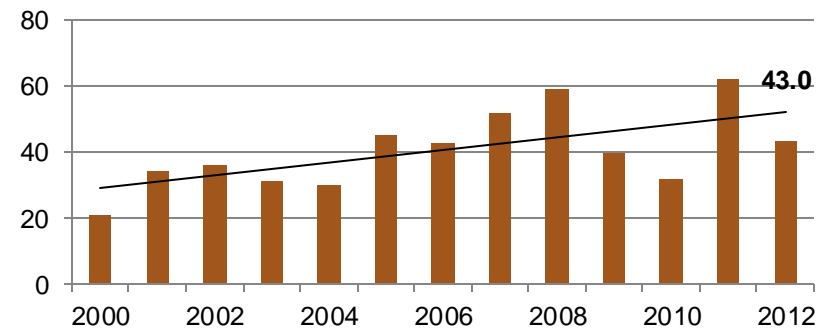
Resort and Hotel Management



University Arts and Sciences



Welding



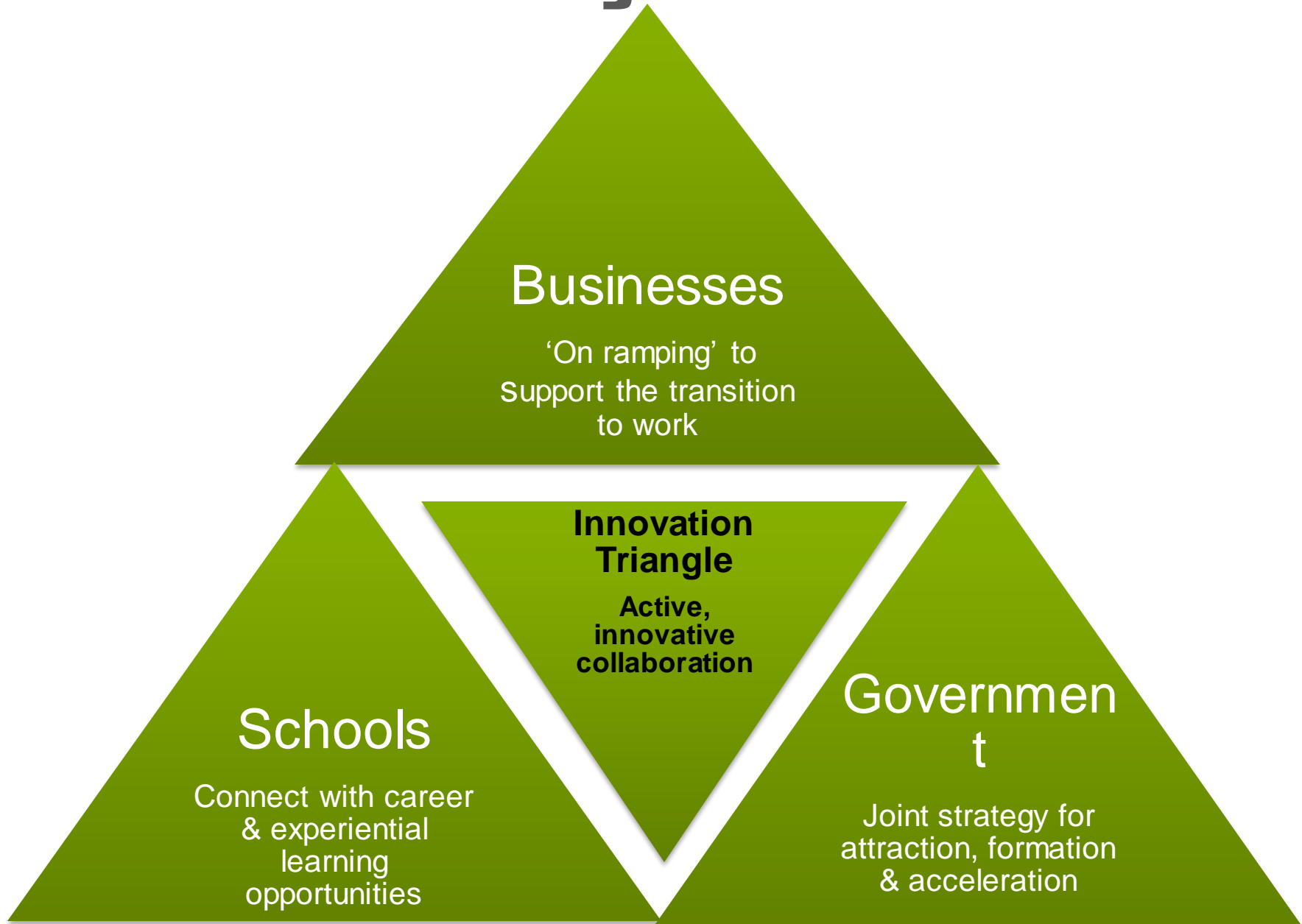
Transitioning to the 'New Economy'

- Knowledge economy - less volatile, draws the creative class / amenity migrants
- Resource economy – still key, need to find ways to support technology adoption
- Its not just about infrastructure, but infrastructure is an essential amenity attractant

Transitioning to the Broadband Economy

- Innovative companies and institutions are critical
- Education and collaboration are at the heart of our transition
 - Technology to transform learning
 - Equip students with digital skills
 - Create culture of excellence for all (learning region)
 - Educate 'skilled' AND 'knowledge' workers

Innovation Triangle Success Factors



Colleges Supporting Technology Adoption

- Geospatial and Digital Media expertise – support to 222 companies:
 - Training to 142 companies & 175 employees
 - Advisory services to 29 companies
 - Direct support to 11 companies
- Lessons Learned:
 - Build relationships and partnerships – serve as part of the ‘landscape’
 - Assess needs and manage expectations
 - Get students involved & build capacity by doing



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