



GEORGINA

Council Workshop

Broadband Strategy & Action Plan

February 12, 2020

Council Chambers



Overview of the session

- Democratic dot voting exercise
- 5-10 Year Internet Connectivity Vision for Georgina
- Choose Guiding Principles that Align with the Vision
- Identify the Top 3 Immediate Priorities
- General Direction on the Future of South Shore Community Broadband
- Funding Options
- Direction of Strategy and Action Plan
- Next Steps
- Closing remarks



Define 5-10 year Connectivity Vision for Georgina

Allotted time: 20 minutes

Instructions:

Step 1: Review draft Vision Statements

Step 2: Vote for your preferred Vision Statement:

- ✓ Dot stickers in your package
- ✓ Use 1 dot – pick most preferred statement

Step 3: Council to provide thoughts/comments on the selected Vision Statement.



5-10 year Connectivity Vision for Georgina

(20 minutes – 1 dot – pick one statement)

VISION: What do you want to do with broadband, what do you want to accomplish?

Our connectivity vision for Georgina is:

- All businesses and residents have access to affordable and reliable broadband connectivity options at the service levels they require.
- All constituents (regardless of location) have access to broadband for health, work and education.
- Connectivity should be available to everyone in the next 5-10 years, based on technology advancements and private market forces.
- Access to high speed Internet at competitive rates to drive Economic Development.



Choose Guiding Principles that Align with the Vision

(30 minutes – 5 dots - pick up to five statements)

Allotted time: 30 minutes

Instructions:

Step 1: Read through and identify statements that you would like to select

Step 2: Select up to 5 statements and put your dots beside them

✓ You can place more than one dot beside a statement

Step 3: Council to provide thoughts/comments on the top 5 Guiding Principles.



Choose Guiding Principles that Align with the Vision

(30 minutes – 5 dots - pick up to five statements)

GUIDING PRINCIPLES: The approach to be used to guide an organization to achieve the Vision.

The way we will achieve the Vision is to:

- Leverage private public partnerships - form partnerships with service providers and seek private investments.
- Earmark reserve funds so to leverage external funding opportunities.
- Leverage our SSCB infrastructure.
- Leverage the 100+km of YorkNet fiber infrastructure.
- Not become a competitive ISP or compete with the private sector.
- Set realistic expectations: cannot provide the same level of service in the rural area as in urban area.
- Rely solely on the private sector and market forces to provide connectivity options.
- Partner with neighbouring municipalities and First Nations.
- Facilitate communication campaign to ensure that residents and business are aware of the existing options.
- Establish policies to promote broadband deployment such as Dig Once and shared infrastructure.



Identify the Top 3 Immediate Priorities

(20 minutes – 3 dots – pick up to three statements)

Allotted time: 20 minutes

Instructions:

Step 1: Read through and identify priority statements that you would like to select

Step 2: Select up to 3 priorities and put your dots beside them

✓ You can place more than one dot beside a statement

Step 3: Council to provide thoughts/comments on the Top 3 Immediate Priorities.



Identify the Top 3 Immediate Priorities

(20 minutes – 3 dots – pick up to three statements)

PRIORITIES: What are the immediate priorities? All underserved areas, only residential, only business, rural business, only for municipal needs, and/or Community Wi-Fi?

Our top priorities are:

- Provide enhanced broadband access to underserved areas, whether business and/or residential.
- Connectivity for all residents (e.g. education, healthcare, telework, etc.) allowing them to participate fully in the digital world.
- Leveraging broadband to foster economic development; business attraction, expansion, retention.
- Enhanced rural connectivity for businesses, including agricultural operations to leverage the digital world.
- Connectivity for the Town of Georgina's municipal needs.
- Provide Community Wi-Fi, including in libraries, tourist destinations and other public facilities.



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Break
(15 minutes)



General Direction on the Future of South Shore Community Broadband

(25 minutes – 2 dots – pick up to two statements)

Allotted time: 25 minutes

(Rob Wheater to provide a brief update on demand for Internet services by the Town)

Step 1: Read through and identify statements that you would like to select

Step 2: Select up to 3 statements and put your dots beside them

✓ You can place more than one dot beside a statement

Step 3: Council to provide thoughts/comments on the top three statements?



General Direction on the Future of South Shore Community Broadband

(25 minutes – 2 dots – pick up to two statements)

We will leverage the SSCB network in the following manner to achieve the Vision:

- Maintain infrastructure for Town's business continuity and internal needs.
- Town continues to be an Internet Service Provider (ISP) for residents and businesses having minimal to no connectivity options.
- Explore leasing existing towers (colocation) to private service providers to deliver last mile service to residents and businesses, and potential tower enhancements based on a sustainable business plan.
- Sell the network and infrastructure (with the exception of those portions required for municipal operations).



Funding Options

(15 minutes – discussion only)

- Pursue government funding, even where cost-sharing arrangements are required.
- Leverage our SSCB infrastructure as in-kind contribution.
- Require private contribution in challenging areas.
- Pursue Private-Public-Partnership (P3) model (e.g. cost share with ISP).
- Partnerships with neighbouring municipalities.
- Explore tax levy options (e.g. local improvement charge).



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Break
(15 minutes)



Direction of Strategy and Action Plan

(25 minutes)

We've established a direction:

- Vision Statement
- Guiding Principles
- Top 3 Priorities
- General Direction for SSCB



Next Steps

- Recommendation Report on March 25th
 - ✓ Terms of reference for RFP
- Develop Broadband Strategy and Action Plan
- Assess funding opportunities as they become available