

Broadband

A priority initiative that studied the state of internet access and connectivity in our Region and provided a compelling case to improve broadband service through coordinated advocacy and investment in our Region.

Our work on broadband is about:

- **speaking with a unified voice, to create a common understanding of the significant opportunities that enhanced reliable access and connectivity can generate by:**
providing a regional analysis of the gaps that exist and quantifying the opportunities and economic and social benefits in providing broadband across our Region.
- **positioning our Region for growth and global economic competitiveness by:**
closing identified gaps in critical digital infrastructure and preparing our Region to take full advantage of emerging technologies that drive new business models and cutting-edge industry technology across all economic sectors.
- **enabling a high quality of life for all residents by:**
establishing a solid business case, identifying opportunities, and advocating and building strategic partnerships among orders of government and service providers to ensure increased and reliable access for residents and businesses across all municipalities in our Region.



Increased connectivity in our Region could add up to \$1B to our Region's annual GDP if we reach an average connection speed of 100 Mbps, equivalent to over \$1,100 per regional household per year.



Why is this work important?

Because improved broadband, and secure and reliable connectivity...

- is no longer simply a nice-to-have, it's an essential service for modern life, enabling every sector of the economy and citizens to connect to the world.
- is essential to seeding, attracting, and retaining businesses and a labour force who want to invest and stay in our Region and connect with global markets as other jurisdictions in the world are advancing their connectivity.
- supports small businesses to process transactions, students to learn virtually, and automated vehicles like tractors and buses to function.
- has enormous socioeconomic benefits, such as enabling aging residents to stay in their homes, especially in rural areas across our Region, where connectivity does not meet the minimum standards.
- reduces the cost of providing health and social care services and improves outcomes through remote diagnosis and monitoring, and other telehealth options.
- can improve environmental sustainability by reducing the need to travel/commute and improves environmental monitoring.
- can support precision agriculture and the use of big data analytics to increase agricultural productivity.





Highlights of Broadband Study Findings

Our Region is well positioned to play a key role in furthering Alberta's innovation ecosystem, which creates jobs, promotes healthy competition, and can open brand new channels of commerce.

The socioeconomic impacts of new broadband infrastructure investment on a community's economy and social framework are felt soon after the investment is made and then continue well into the future.

Building our future today

- We need to act quickly so that we have the infrastructure required to realize significant social, economic, and environmental benefits.
- We need a coordinated and focused approach so that we can be a catalyst for regional digital transformation – we want to maximize socioeconomic benefits for our residents and establish ourselves as a Smart Region.

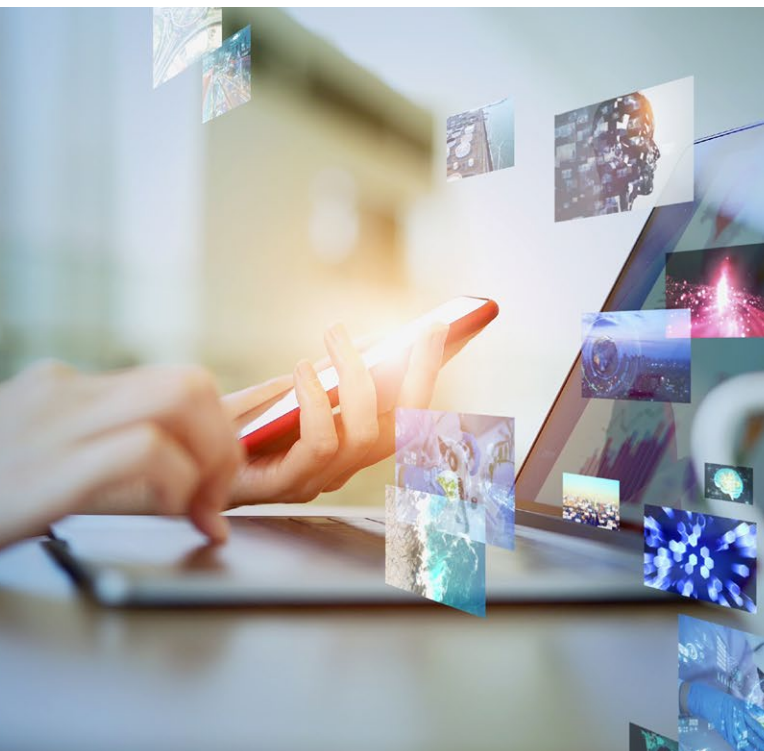
Innovative work

Working together fosters information sharing, creative problem solving and a shared commitment to addressing regionally significant challenges for the benefit of our Region by:

- planning without borders and responding to the diverse needs of municipalities.
- encouraging a regional approach for the collection of data and information to build the case for the investment in digital infrastructure and resulting economic potential.
- enabling regional collaboration and leveraging expertise across municipalities and key partners to develop and implement a regional broadband strategy.
- fostering a strategic approach to developing partnerships and business models to minimize risk and share in the rewards.

Deliberate and strategic work

As one of the youngest and fastest growing regions in Canada, our focus is on creating the conditions to increase our economic and social advantage, to attract and retain investment, businesses and the best and brightest talent.



This is the work of the EMRB where efficiency, innovation, and sustainability intersect.