



1. Vision

All residents, businesses, public entities will have access to competitive, affordable, and reliable Broadband connectivity at the service levels they require to support service delivery, economic growth and community participation.

2. Broadband Working Group Mission

To guide and support the Town in the attainment of the Vision through recommendations that leverage technology advancements, engage private market forces, and help to secure funding commitments from senior levels of government.

3. Background

On Dec 21, 2016 the CRTC declared broadband internet a basic telecommunications service. The ability to access reliable, affordable broadband is now as important to community building and economic participation as the provision of clean water, electricity, health care, education and postal delivery services.

For residents, broadband is essential to the ability to access education, healthcare, emergency services, and the quality of life amenities that support community engagement and connection. The need for remote access has been brought into sharp focus by the COVID-19 pandemic.

Businesses need access to a reliable level of service in order to be able to participate in the digital economy and remain competitive. Access to high-speed internet has become an essential location consideration for new businesses and prospective investors.

The COVID-19 pandemic has clearly demonstrated that Municipal staff and other public service entities need access to reliable broadband in order to maintain a consistent level of service delivery.

Some areas of East Gwillimbury continue to be underserved and are not able to access the minimum service levels of 50 Mbps download and 10 Mbps upload as mandated by the CRTC.

This has a significant impact on the economic and community participation of the residents and businesses that are affected.

4. Strategic Priorities

The following are identified as key priorities for the Broadband Working Group in the immediate term:

- 4.1 Encourage and support private Internet Service Providers and related enterprises to expand their existing service offerings through enhanced communication, streamlined municipal processes, and advocacy.
- 4.2 Identify external funding sources and leverage public /private partnerships with service providers.
- 4.3 Assist service providers in building a business case that supports private investment.
- 4.4 Work collaboratively with N6 partners to advocate for Broadband funding and other resources that will help to address existing service gaps.
- 4.5 Identify potential opportunities for Municipal investment.

5. Guiding Principles

The overarching principles that will guide the activities of the Broadband Working Group are outlined below:

- 5.1 It is not in the interest of the municipality to own Broadband infrastructure or to compete with private service providers.
- 5.2 While fibre to the home or business is deemed to be the most 'future-proof' solution, it is recognized that the geography of the community dictates that enhancing broadband for all residents and businesses will require a blended solution of diverse technologies including, but not limited to, fibre to the home, fibre to the node, and wireless technologies.
- 5.3 Efforts to expand Broadband capacity in East Gwillimbury will leverage York Region's YorkNet Fibre Infrastructure to the greatest extent possible.

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- 5.4 Broadband is recognized as an essential driver of economic development, business attraction, and business growth. Enhanced levels of service are required to ensure that East Gwillimbury businesses are able to compete effectively in the global economy.
- 5.5 Public access WiFi is an essential component of both Community and Tourism Development and supports the Town’s Complete Communities objectives.
- 5.6 Reliable and sustainable broadband is foundational to municipal resilience in the event of natural disaster or other emergency events. It is required to maintain operations and a minimum standard of service delivery.
- 5.7 This strategy will continue to evolve as new technologies are developed and made available.

6. 2020-2021 Action Plan

Action Item	Lead	Resources Required	Timeline
1. Create an asset map of all existing EG broadband infrastructure that includes areas identified for expansion by ISPs.	Ec Dev with IT / GIS Team	Staff time Infrastructure maps provided by ISPs	In progress. Projected completion date: Q2 2021
2. Identify and quantify service area gaps that will not be addressed by the near-term expansion plans of existing ISPs.	Ec Dev with IT / GIS Team	Staff time	In progress. Projected completion date: Q3 2021
3. Identify available funding options to support expanded Broadband connectivity.	Ec Dev	Broadband Working Group time Staff time	In progress. Projected completion date: Q3 2021
4. Continue to meet with ISPs and YorkNet to confirm expansion plans and identify opportunities for collaboration or partnership.	Broadband Working Group with Ec Dev support	Broadband Working Group time Staff time	Ongoing

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5. Develop messaging and a joint approach with N6(N4) Partners to advocate for increased Federal / Provincial funding and / or access to programs that currently exclude York Region.	Broadband Working Group with Ec Dev support	Broadband Working Group time Staff time	Resolved by ICON and UBF funding programs
6. Develop and implement a Communications Strategy to update residents on progress-to-date and future plans for broadband expansion.	Broadband Working Group with Ec Dev & Communications support	Broadband Working Group time Staff time Advertising \$	In progress. Projected completion date: Q1 2021
7. Develop policy recommendations for Council to support (fund) and sustain future Broadband expansion.	Broadband Working Group	Broadband Working Group time	In progress. Projected completion date: Q3 2021
8. Guide Council in the establishment of municipal performance metrics to evaluate the progress of broadband expansion.	Broadband Working Group	Broadband Working Group time	Q3 2021
9. Advise staff and Council of new technological developments that may impact the enhancement of broadband services in the municipality.	Broadband Working Group	Broadband Working Group time	Ongoing
10. Update Action Plan with next steps based on the outcome of Gap Analysis and Advocacy efforts.	Broadband Working Group	Broadband Working Group time	Q3 2021
11. Establish a public / private stakeholder group (event) to meet periodically to share information, brainstorm, and coordinate efforts where possible.	Economic Development	Staff time Broadband Working Group time	Q3 2021