

## Town of Georgina Broadband Roadmap

Priority Action Areas	2021	2022	Tactics/"How"
<b>1 Action: Maximizing York Region's YorkNet fibre network in Georgina</b>			<b>Alignment with Broadband Strategy Top Priorities</b>
In 2019, the federal government through the CTI program awarded \$2 M to YorkNet to construct fibre through a portion of Georgina (and connecting Georgina Island). This route is now completed. The goal of this action item is to work with YorkNet and third-party ISPs to maximize usage of the CTI-funded fibre to service residents and businesses of Georgina in proximity to the route.			<ul style="list-style-type: none"> <li>- Connectivity for all residents</li> <li>- Leveraging broadband to foster economic development</li> <li>- Connectivity for the Town's municipal needs</li> </ul>
<b>1.1 Prepare and maintain a route map including:</b>			
- YorkNet CTI fibre path			In collaboration with YorkNet, prepare a map, in layers that can be toggled on and off, capturing the noted information to catalogue all known data along the route. This will facilitate information sharing with ISPs interested in providing services, delineate possible consumer inquiry locations and can be posted on the website.
- property data adjacent to the route			
- known and planned ISPs on the route			
- municipal facility locations			
- SSCB towers in proximity and/or connected			
- make mapping available upon request by ISPs			
<b>1.2 Develop a process to formalize collection of public inquires for service:</b>			
- maintain database of requestors and contact information			In collaboration with YorkNet, create a simple database, or make use of any internal existing technology tools, to capture all requests for connectivity the Town receives, either from the mapping or general inquiries. Keep the data refreshed and share with known ISPs.
- sort by residential, business, other categories			
- develop messaging to the requestor			
- formalize process to share information with YorkNet			
- formalize process to share information with ISPs in the area			
- continually work with YorkNet to promote and market their network in Georgina			
<b>2 Action: Leveraging SSCB (tower) infrastructure</b>			<b>Alignment with Broadband Strategy Top Priorities</b>
The Town owns and controls eight towers of various sizes and capacities throughout the community. The goal of this action is to maximize usage of the towers by third-party entities to enable greater and faster broadband deployment in Georgina and provide options for service.			<ul style="list-style-type: none"> <li>- Connectivity for all residents</li> <li>- Leveraging broadband to foster economic development</li> <li>- Connectivity for the Town's municipal needs</li> <li>- Provide Community Wi-Fi</li> </ul>
<b>2.1 Finalize Wireless Tower policy:</b>			
- approve policy and by-law at Council			
<b>2.2 Update and endorse Tower Siting Protocol to conform with the latest legislation</b>			
<b>2.3 Catalogue each tower site:</b>			
- prepare map of tower locations overlaid with population/property data			A tower portfolio is required to have a single, up-to-date reference document for the current sites. Portions of the mapping and data can be published on the Town's broadband website for ease of reference. Other layers of data can be easily provided to ISPs or others requiring details under NDA. This portfolio will also be a required dataset for a focused marketing push to solicit tower colocation.
- indicate known complete fibre YorkNet routes			
- photograph each site (elevations, tower equipment, general site)			
- document heights, coordinates			
- details on available shelters/equipment rooms etc			
- document site power availability			
- document fibre availability/proximity			
- document site equipment			
- site ownership (Town, leased, licensed)			
- review level of detail to consider for a public map posted on Georgina site			
- prepare the tower portfolio			
<b>2.4 Market the tower portfolio to incent commercial site usage:</b>			
- assess internal resource capacity and constraints			Send the tower portfolio to all known companies and government agencies that commonly access such structures. The list should extend beyond cellular and internet service providers to agencies such as the Ministry of Infrastructure and organizations such as CanWISP.
- publish publicly acceptable tower mapping and data on the Town's broadband page			
- circulate tower portfolio to cellular, ISPs, CanWisp, CWTA, tower companies, agencies			
- prepare RFP to solicit proposals for external tower management (if required)			
<b>3 Action: Implementing Community Wi-Fi</b>			<b>Alignment with Broadband Strategy Top Priorities</b>
The Town has identified that providing community Wi-Fi is a priority.			<ul style="list-style-type: none"> <li>- Connectivity for all residents</li> <li>- Leveraging broadband to foster economic development</li> <li>- Provide Community Wi-Fi</li> </ul>
<b>3.1 Sites already connected:</b>			
Udora Community Hall			Provided through third-party ISP.
<b>3.2 The following sites will be connected in 2021:</b>			
De La Salle Park			Staff will continue to assess if there are third-party sponsored opportunities to provide connectivity at the noted locations as a primary option. Staff has indicated Wi-Fi service at the identified locations can be provided through internal resources and budget.
Pefferlaw Ice Pad and Community Lion's Hall (once fire station and tower are set up)			
Link (Farmers Market)			
Ice Palace Skate Park			
<b>3.3 Identify potential future sites for enabling community WiFi</b>			

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<b>4 Action: Exploring and Implementing Broadband Pilot Projects</b>			<b>Alignment with Broadband Strategy Top Priorities</b>
As part of the RFI, the potential to host relevant micro projects drew interest from respondents. Staff determined several key areas that could benefit from such projects.			<ul style="list-style-type: none"> <li>- Connectivity for all residents</li> <li>- Leveraging broadband to foster economic development</li> <li>- Connectivity for the Town's municipal needs</li> </ul>
<b>4.1 Continue exploratory discussions with ISPs and technology companies:</b>			
- explore partnerships with agencies to facilitate projects			Develop potential partnerships with service providers, industry and agencies such as the Centre of Excellence in Next
- develop project selection criteria			Generation Networks (CENGN) that have experience conducting pilots.
- project deliverables			The pilots are to be aligned with each problem statement to be developed. Each project should be implemented,
- initiate discussions with candidates			monitored and measured with the intent of addressing the noted problem statements.
- proposal selection and alignment with proponents			
- implement projects			
- assessments and reports			
- next steps			
<b>4.2 Determine what Georgina will provide to enable the micro projects:</b>			Staff will determine what the Town could provide to project candidates in support of the micro projects. In-kind
			contributions may include tower access (not including upgrades), power, connectivity.
<b>5 Action: Enhancing the Georgina Broadband webpage as a key broadband information source for residents</b>			<b>Alignment with Broadband Strategy Top Priorities</b>
Enhance the Town's dedicated broadband webpage so it easily accessible to consolidate all current and future broadband information related to the Town.			<ul style="list-style-type: none"> <li>- Connectivity for all residents</li> <li>- Leveraging broadband to foster economic development</li> <li>- Provide Community Wi-Fi</li> </ul>
<b>5.1 Enhance webpage:</b>			
- post all broadband-related public maps as noted in the Action Items			Consolidate all of the mapping and data collection from each Action Item, and ensure it is located in an accessible
- create a digital form for information gathering (broadband service inquiries from residents/businesses)			location and format.
- provide active links to ISPs in the area (that have consented)			
- develop and maintain a FAQ			
- publish ISP deployment schedules/timelines (with their consent)			
<b>6 Action: Exploring and expanding Investment Attraction, Partnerships and Funding Opportunities</b>			<b>Alignment with Broadband Strategy Top Priorities</b>
Using the RFI as a springboard, continue collaborating with ISPs, communities and other external parties through regular meetings to expand the connectivity footprint within Georgina, particularly the underserved areas.			<ul style="list-style-type: none"> <li>- Connectivity for all residents</li> <li>- Leveraging broadband to foster economic development</li> <li>- Connectivity for the Town's municipal needs</li> </ul>
<b>6.1 Collaborate and Discuss:</b>			
- continue collaboration with YorkNet by marketing the dark fibre opportunities in Georgina			Continue researching and engaging with external parties to keep Georgina top of mind for future projects, pilots and
- continue to develop strategies to entice ISPs to provide rural service			expansion.
- re-engage the ISPs from the RFI and new contacts in annual forums to stay updated			
- exploring partnerships with organizations like CENGN			
- explore partnership opportunities with neighbouring municipalities (e.g. pilot projects, cost sharing)			
- continue to monitor for relevant funding opportunities			
- establish an annual innovation and connectivity forum			Foster collaboration with the Region, neighbouring communities and industry to showcase Georgina's initiatives including micro projects.