



MM2020 Update

PRESENTATION TO MISSISSIPPI MILLS COUNCIL

MARK JOYNES, CLEM PELOT, HOWARD ROBINSON

JANUARY 11TH, 2019

Why MM2020?

- ▶ Natural technical evolution favours **Urban** environments – proven trickle-down to rural communities
- ▶ A number of forces eroding rural viability – demographic shift
- ▶ Broadband technologies can allow rural communities to reverse the trend
- ▶ Broadband Infrastructure every bit as critical as transport infrastructure to viability and growth – Now
- ▶ **MM2020** exists to:
 - ▶ **Assess** and **Inform** regarding Mississippi Mills broadband requirements;
 - ▶ **Promote & Facilitate** accelerated broadband deployment for **ALL** of Mississippi Mills; and is
 - ▶ Targeting the **year 2020** for delivery to **every household**



Background

- ▶ 2017 Success: Solutions for Almonte – 2018 deployments
- ▶ Appleton stalled
- ▶ 2018 – Mississippi Mills Rural Broadband a different proposition – More than 50% of population not serviced
 - ▶ Community surveys conducted in Clayton and Pakenham areas Spring/Summer 2018
 - ▶ April 17, 2018 presentation to MM Council
 - ▶ Lanark County Corporate Services committee May 9
 - ▶ Approval of \$10k by MM Council to support a business plan in June
 - ▶ MM2020 website and Facebook page were revamped
 - ▶ Business Case & Option Analysis completed by Sonoptic Feb 8, 2019

Community survey results

- ▶ Total of 1600 homes across the areas of Clayton, Pakenham & Blakeney
- ▶ About 50% of homes completed surveys (typical would be 10% -15%)
- ▶ Results identical in both communities
- ▶ Vast majority of residents not satisfied with their internet service or cell phone service (in Clayton)
- ▶ 38% telecommute and 28% have a home-based business
- ▶ Almost 90% would consider signing a contract with a broadband provider

The Broadband Imperative for Agriculture



10+% of Mississippi Mills responding home-based business is in Agriculture; the trend is towards expanding acreage and automation

e.g. Dairy farm with a \$1M+ robotic milking system. Broadband needed for monitoring of animal health and milk production

The Broadband Imperative for Health & Emergency Services



In 2021 the peak of the Baby-boom hits 65; and their health needs increase.
Baby Boom 54 – 75 - - Digital health services - - 38 – 53 Gen X

e.g. 85 year old is able to remain in her home of 40 years, aided by online monitoring of her health and online pharmaceutical services

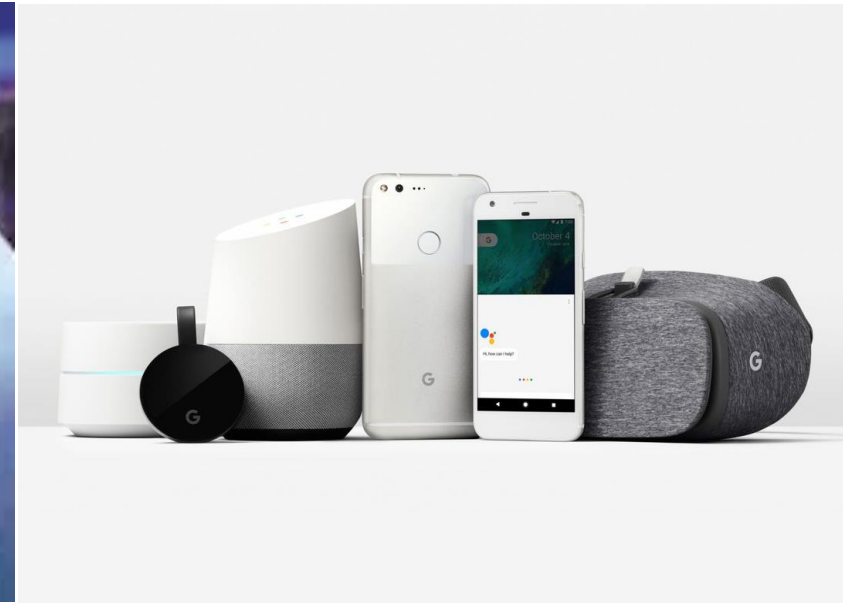
The Broadband Imperative for Knowledge Workers



Large % of Mississippi Mills responding home-based business is in Consulting Services, IT & Sales

e.g. High Tech Global Business Development Consultant in Digital Identity & Border Control
 - Video Chat – Webinar Delivery – International Research

The Broadband Imperative for the Digital Native



Growth of the young adult population (age 25 to 44) is a key factor in the well-being and prosperity of Mississippi Mills

e.g. Young family – mother and father in Kanata high tech. 2 young teens at home
Streaming video – Homework/Telework – Gaming - Digital Assistants

Clayton Pilot project Demonstrating Commitment

- ▶ 150 homes can sign up
- ▶ **Roadbed access approved** from Lanark County & Mississippi Mills achieved but **permits outstanding**
- ▶ Residents canvassed to sign a 1 year contract
- ▶ Minimum **75% Uptake** to move forward is required – we're close
- ▶ Vendor now poised to begin as soon as the frost clears – anticipate **May 2019 start**
- ▶ Criteria to be deemed success / limited success / non-contributing
 - ▶ Committed timeline and delivery
 - ▶ Employing an architecture scalable to the entire MM rural community, and achieving acceptable up/down metrics regardless of municipal address
 - ▶ Employing a financial model scalable to the entire MM rural community

Broadband Business Planning for Mississippi Mills

- ▶ MM2020 Targeting Broadband access **for all rural areas of Mississippi Mills in 2020**
- ▶ Business Case needed to document the need for broadband and outline funding approaches for accelerating commercial delivery of the infrastructure – **completed Feb 8th, 2019**
- ▶ Business Analysis contracted to **Sonoptic Media & Communications** at cost of \$15K
- ▶ Project Structure
 - ▶ Phase 1a – **Business Analysis**
 - ▶ Phase 1b– **Viability** of Single Vendor option
 - Decision on Phase 3 Option
 - ▶ Phase 2 a – Assess Single Vendor Deployment Plan & Schedule **(TBD)**
 - ▶ Phase 2 b – Document requirements for multi-vendor RFP **(TBD)**

The Demographic Conundrum

Business Analysis Teaser

▶ **Trending Indicators**

- ▶ Natural Demographic predictions not favourable for Mississippi Mills economic growth
- ▶ Aging population – migration from rural to urban for access to support services
- ▶ Median age 48 compared to provincial average of 41
- ▶ Employment in rural core industries declining e.g. farming
- ▶ Youth/Young Family Turnover – Age 25-44 only 21% of population – Nets to 0 growth for that demographic
- ▶ Millennials: Age 22 – 37 set to replace Baby Boomers as largest component of population – MM attractiveness?

▶ **Glimpse of Potential**

- ▶ MM Median Family Income comparatively healthy - \$100K vs. Lanark \$87K & Prov \$91K
- ▶ MM 2011 – 2016 growth figures: 6% vs. Lanark and Prov. at 4.6%
- ▶ Level of nascent MM home-based business activity

Summary

- ▶ **Market is not naturally delivering Broadband Infrastructure to rural Mississippi Mills – Innovative Approach required**
- ▶ Municipality – **Much appreciated support** but **enabling** to-date
- ▶ **MM2020 – Citizen Group** – Your voice regarding the need – no official standing
- ▶ 2019 continued advocacy and pursue Business Case actions and recommendations
- ▶ The vision for **Mississippi Mills leadership** in addressing the **Rural Broadband Imperative** - Anticipating the need for **active engagement of Council**
- ▶ Council's **February Agenda** to share Phase 1 outputs & seek Council direction