



*City of
Campbell River*
Municipal
Broadband
Network
Completion
Report

- **Project Name and Applicant Information**

CRadvantage – City of Campbell River Municipal Broadband Network.

- **Project Start Date and Completion Date**

The City of Campbell River's *CRadvantage* municipal broadband project was started in Feb 2011.

Phase One was completed on Nov 02, 2017

- **Context for the project**

The City of Campbell River (**CCR**) has experienced a number of economic setbacks during the past decade. The sustained destabilization of the forest economy which culminated in the closure of the region's primary employer, the Catalyst Pulp and Paper mill at Elk Falls in 2010, has provided a substantial negative impact on the CCR's resource based economy. Throughout this process, CCR has aggressively pursued a proactive approach towards economic diversification which includes an active engagement process by council with the local business community. One of the areas of concern identified through this engagement process is the overly inflated cost of enterprise level broadband fibre in the Campbell River area.

The high cost fibre optic broadband internet access is another example of the digital divide encountered by rural communities that exist beyond large urban centers. Large urban centers have ready access to information and communication technology through preinstalled and shared infrastructure (fibre) at a considerably reduced cost. Rural communities must pay for the installation of communication infrastructure through build costs (the utility investment cost to install "first-pull" fibre), which substantially inflates the monthly cost associated with access to a service provider's broadband internet provision. Affordable access to high speed broadband internet is a priority prerequisite for most businesses considering investment in rural municipalities.

A Municipal Broadband Network is a key economic driver for the City of Campbell River. Affordable high-speed broadband access to the knowledge economy will provide direct stimulation to municipal development and enhance business, educational and social opportunity.

- **Summary of work and methodology in relation to project objectives**

The City of Campbell River's *CRadvantage* open access fibre optic network is the first of its kind on Vancouver Island, allowing a variety of internet and technical services to be offered to connected buildings and clients by third party service providers who lease access to the city owned fiber optic network.

The city has an extensive fibre optic network installed in the downtown core and, along with an Island Coastal Economic Trust grant of \$50,000, has invested an additional \$373,000 to expand the network to allow the integration of commercial buildings and strategic development areas.

Phase one construction of the CR advantage fibre optic network has been completed in the downtown core. Phase one went live on Nov 02. 2017 with the integration of seven buildings during this initial phase.

- **Completed project objectives**

The following project objectives were completed:

- 1) Installation of 2.5 kms of fibre optic cable in the downtown core
- 2) Integration of 7 buildings
- 3) Five businesses in the downtown core are now serviced by *CRadvantage*
- 4) New secure data centre established
- 5) Recognized as economic stimulant in downtown core
- 6) Symmetrical broadband delivery costs reduced by up to 50%
- 7) Will provide foundation for the city's Smart City plan and implementation

- **Temporary jobs created during construction**

Six temporary jobs were established during Phase one implementation

- **Other Information**

The primary benefit of our open access model is the significant cost reduction for commercial internet services due to the competitive market encouraged by multiple service providers and the substantial reduction in capital investment for service delivery.

A recent ruling from the Canadian Radio-television and Telecommunications Commission (CRTC) supported the expansion of a competitive market and encouraged the growth of smaller wholesale service providers as an effective strategy to combat the high cost of broadband service delivery in Canada. The City of Campbell River's *CR advantage* fibre optic network supports the participation of wholesale and incumbent telecommunication providers through our open access model allowing increased options for high-speed internet access, streaming TV and phone services at a reduced cost.

- Broadband costs were reduced by up to 50% for integrated buildings and customers.
- Additional services provided include:
 - Streaming television – Cypher TV
 - Digital phone services – VOIP

- **Next Steps**

Phase 2 will extend the *CRadvantage* network to 14 additional buildings in the city's downtown core. Budget approval for this phase is scheduled for Q4 2018.

Phase 3 will extend the *CRadvantage* network along the Dogwood Street corridor and will integrate School Board facilities, Multi-Dwelling units, City and Regional District facilities. Budget approval is anticipated in Q4 2019.

The City of Campbell River will use our new *CRadvantage* network as the foundation for the city's recent Smart City Challenge application. If successful, our communications backhaul will provide the required connectivity for successful implementation of the initiatives outlined in the application (www.campbellriver.ca/smart-cities).

- **Media coverage the project has received (please attach media stories)**

CRadvantage marketing video

<https://vimeo.com/239747926>

CRadvantage website

www.cradvantage.ca

CBC News

<http://www.cbc.ca/news/canada/british-columbia/campbell-river-broadband-tech-business-1.4389849>

Province of B.C.

<https://www2.gov.bc.ca/gov/content/employment-business/economic-development/bc-ideas-exchange/success-stories/transforming-marketing-community/cr-broadband>

Media Planet

<http://www.industryandbusiness.ca/development-and-innovation/a-renaissance-city-campbell-river-remakes-itself>

Business Examiner

<http://businessexaminer.ca/vancouver-island-articles/item/campbell-river-s-cradvantage-earns-international-smart-50-award>

Campbell River Mirror

<https://www.campbellrivermirror.com/life/campbell-river-presses-its-high-tech-cradvantage/>

PROJECT FINANCIAL STATEMENT

Campbell River Municipal Broadband Expansion – Phase 1

Period: December 2016 to December 2017

Project Expenditures

Fibre Ring Completion	\$ 113,989.08
Service provider co-location space	50,093.10
Total Expenditures	\$ 164,082.18

Project Income (Sources of Funding)

ICET	\$ 47,583.83
City of Campbell River	116,498.35

Total Income (Sources of Funding) \$164,082.18

Balance \$0*

**If balance is positive ICET contribution may be reduced proportionately*

I hereby certify that this statement accurately represents all project expenditures and all sources of project funding



Financial officer

June 12, 2018

Date