



COLUMBIA BASIN  
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RURAL DEVELOPMENT INSTITUTE

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# Planning the Transition to a Broadband Economy

What does the research tell us?

**Dr. Terri MacDonald**

Regional Innovation Chair in Rural Economic Development  
Selkirk College

# Guiding Questions

- What fundamental concepts can help us understand the “broadband economy”?
- How is the Basin-Boundary economy changing?
- Do these changes suggest a shift toward broadband-dependent industries?
- What can we do to support the transition to a broadband economy?

# Characteristics of The Broadband Economy

- A challenge and an opportunity for rural communities
- Characterised by:
  - Mobility (capital)
  - Collaboration
  - Innovation
- Flourishes with:
  - Skilled labour force
  - Adaptable business and government
- Strong participation from Intelligent Communities

# Intelligent Communities

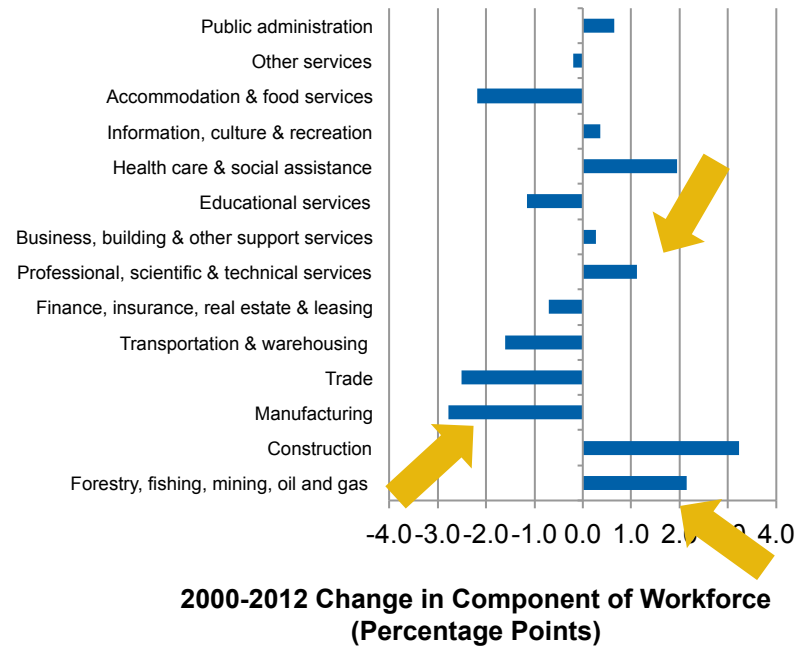
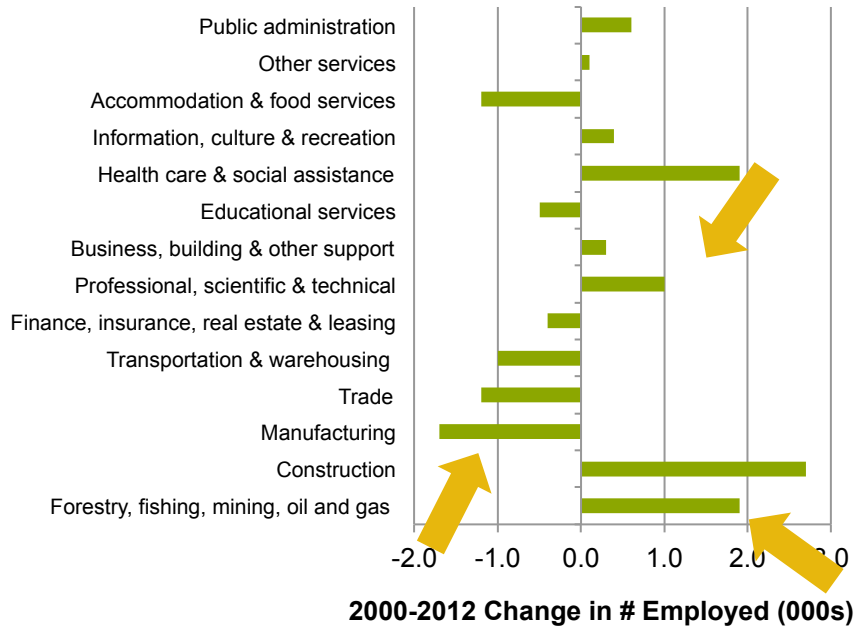
- Beyond “wired” or “smart” to “intelligent”
- Use broadband to drive prosperity and inclusion

## Intelligent Community Indicators



# Change in Employment by Sector

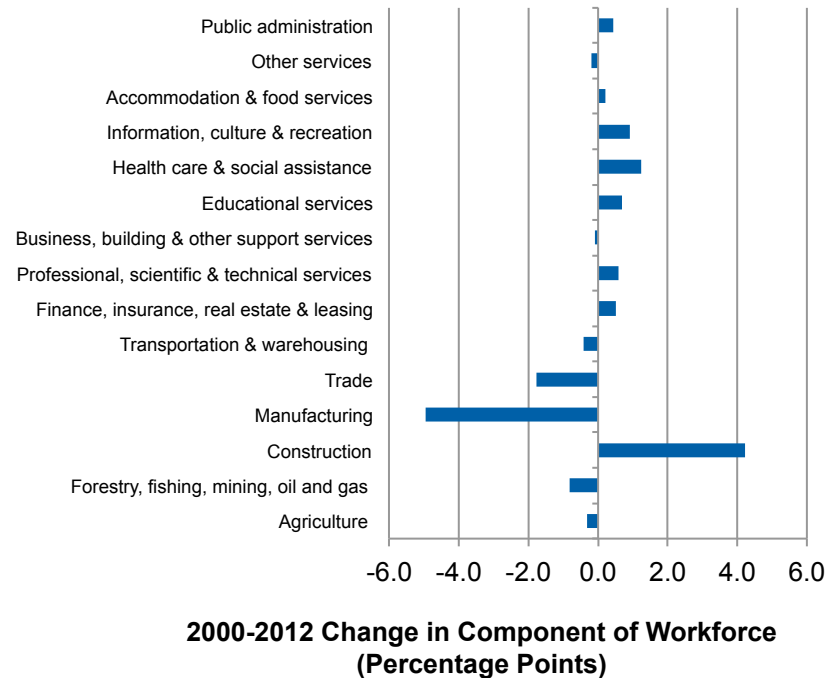
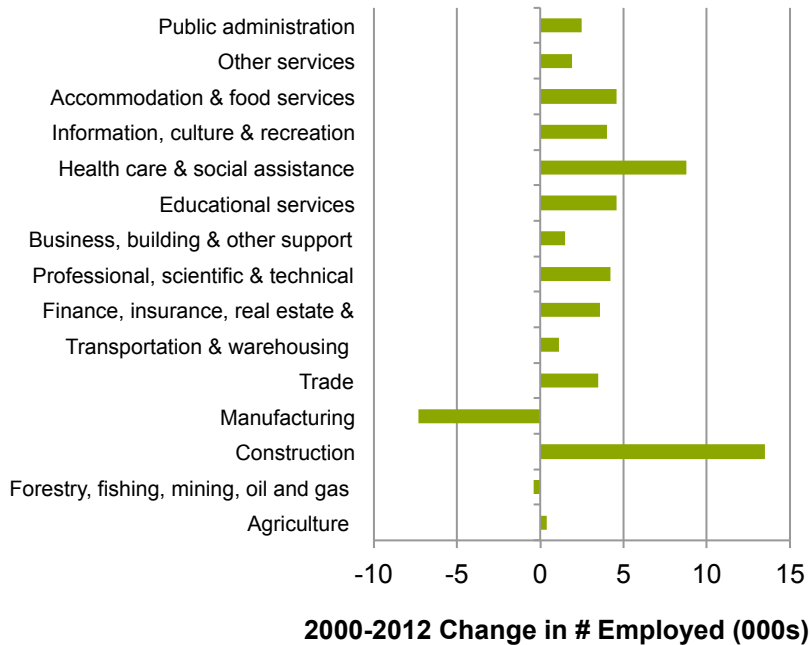
## Kootenay DR



Source: BC Checkup

# Change in Employment by Sector

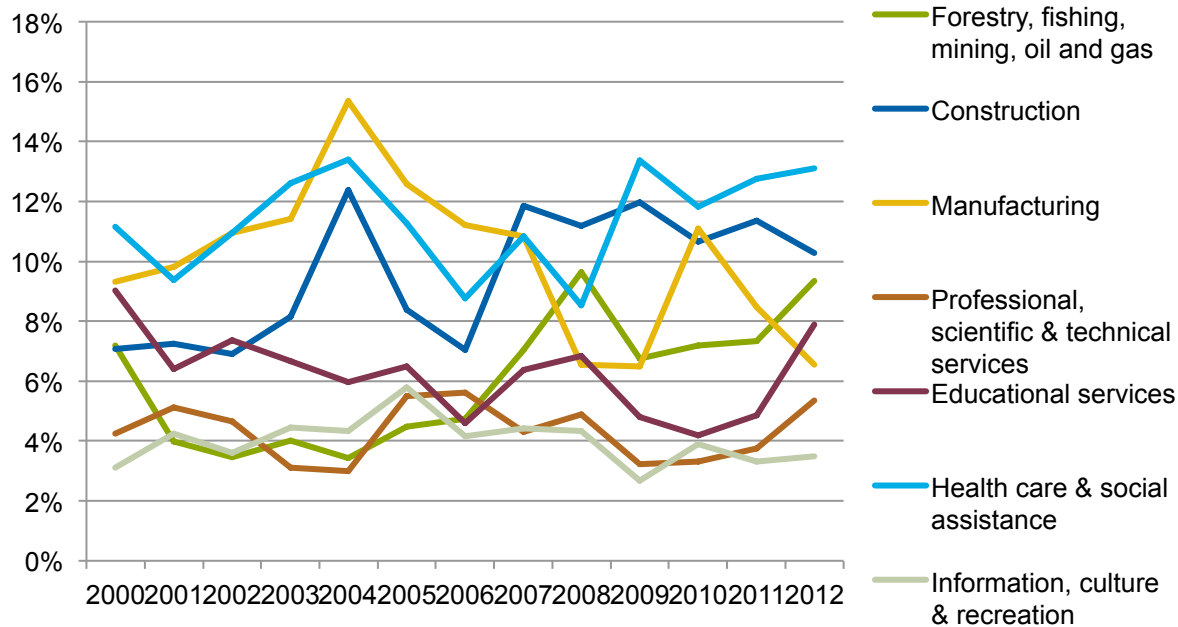
## Thompson Okanagan DR



Source: BC Checkup

# Change in Employment by Sector

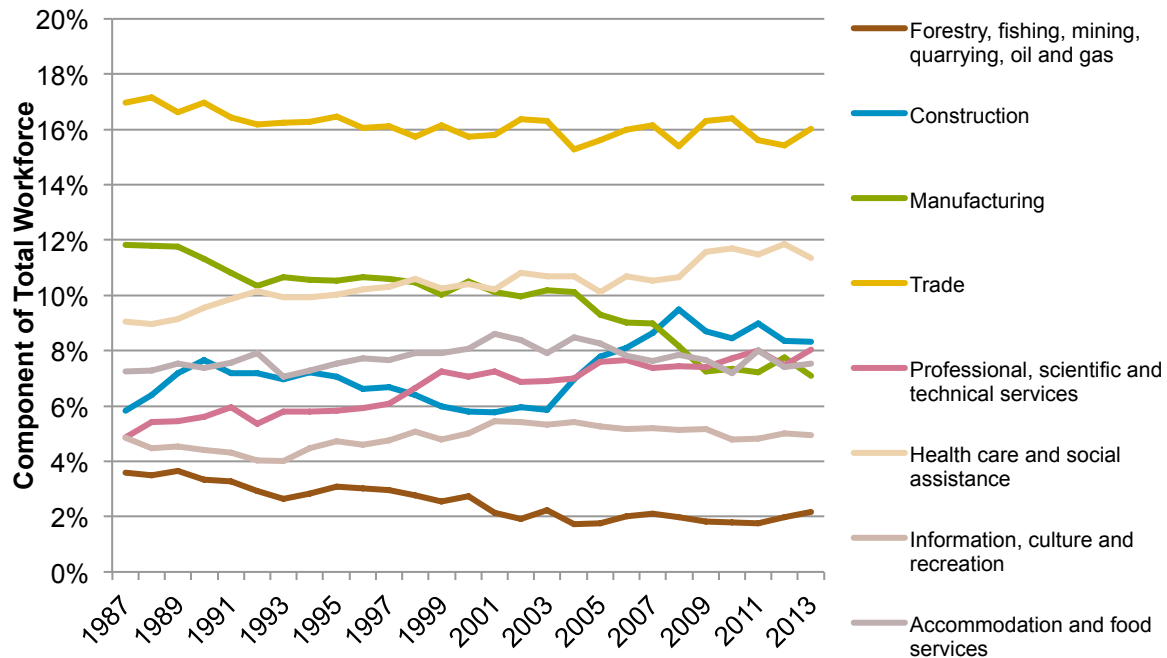
## Kootenay DR, 2000-2012



Source: Labour Force Survey

# Change in Employment by Sector

## British Columbia, 1987-2013



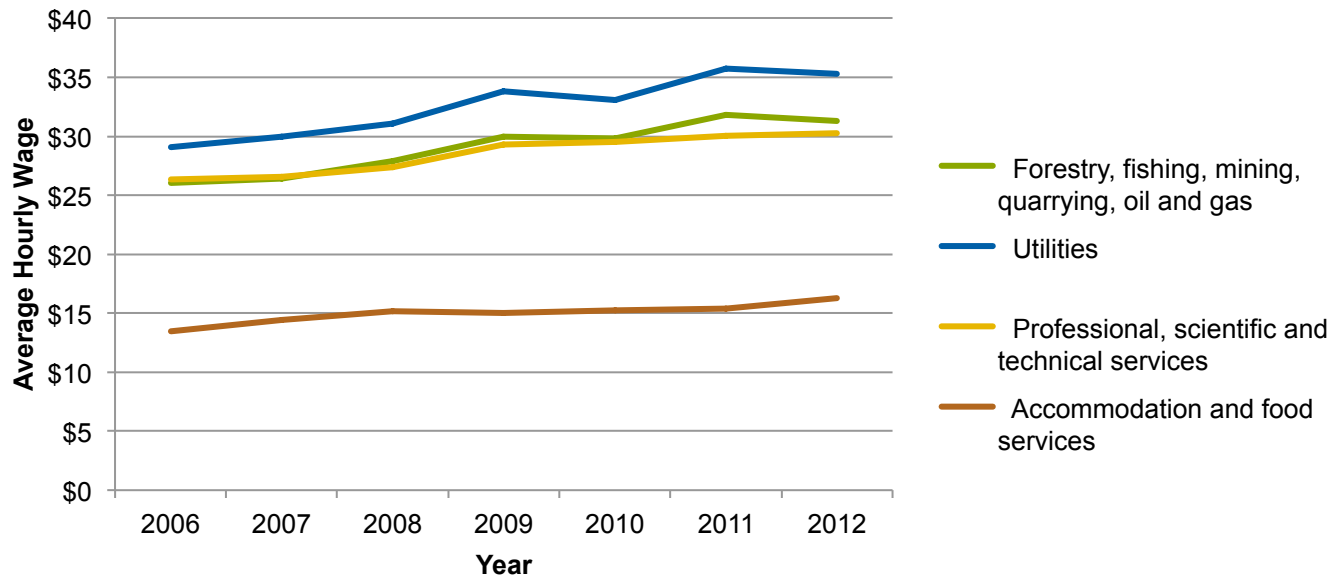
Source: Labour Force Survey



# Change in Wage by Sector

British Columbia, 2006 - 2012

## BC Average Hourly Wage (Select Industries)

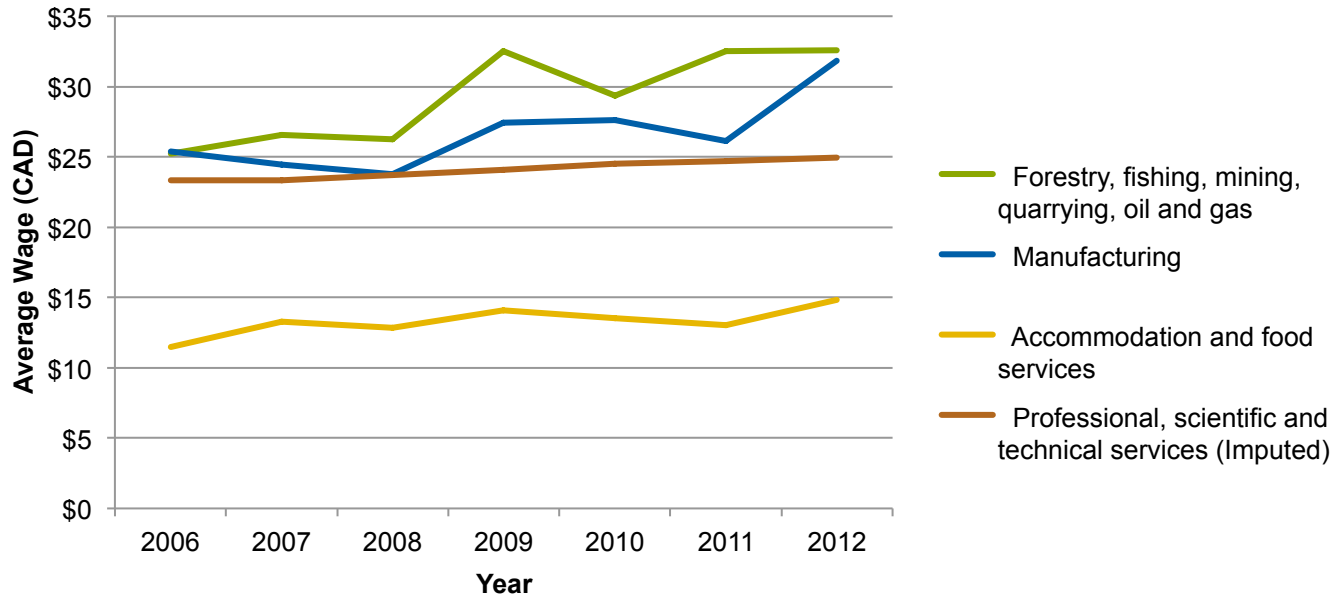


Source: Statistics Canada, Labour Force Survey,

# Change in Wage by Sector

Kootenay Development Region, 2006 - 2012

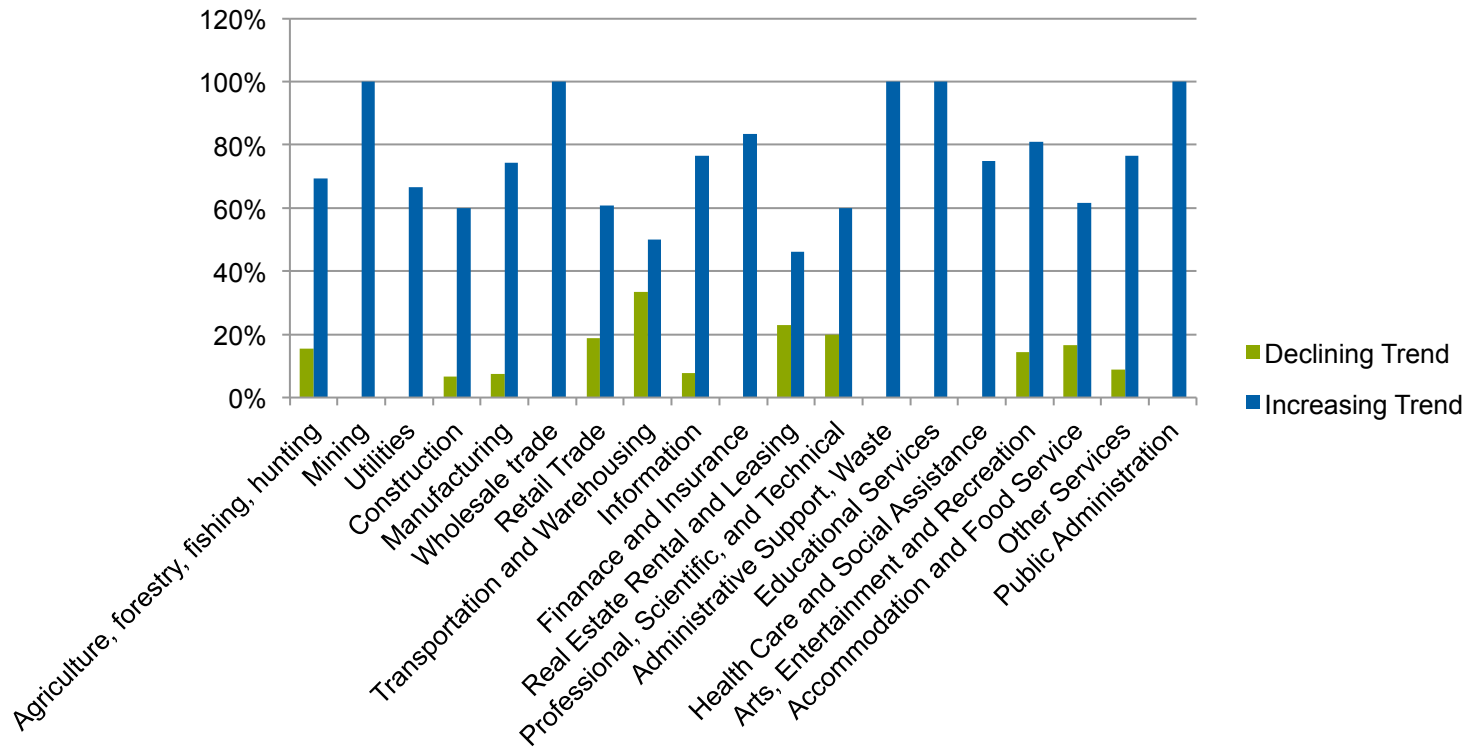
## Kootenay Average Hourly Wages (Select Industries)



Source: Statistics Canada, Labour Force Survey, Custom

# Historic Sales Trend by Sector

## Basin-Boundary Region (Survey of 558 Businesses)

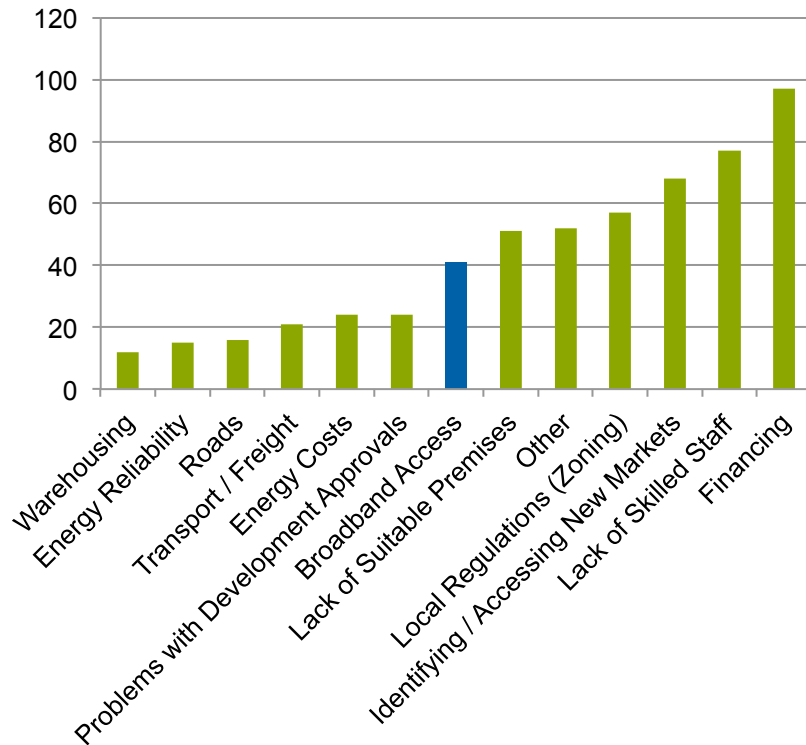


Source: Columbia Basin-Boundary BRE Project

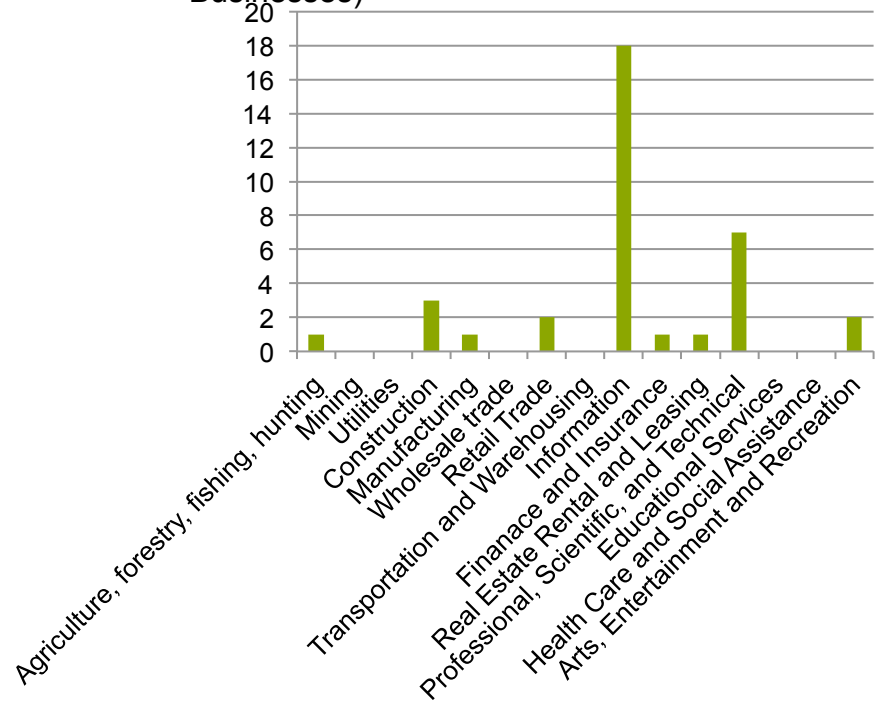
# Business Expansion Constrained by Broadband Access

## Basin-Boundary Region

Barriers to Expansion (# of Businesses)



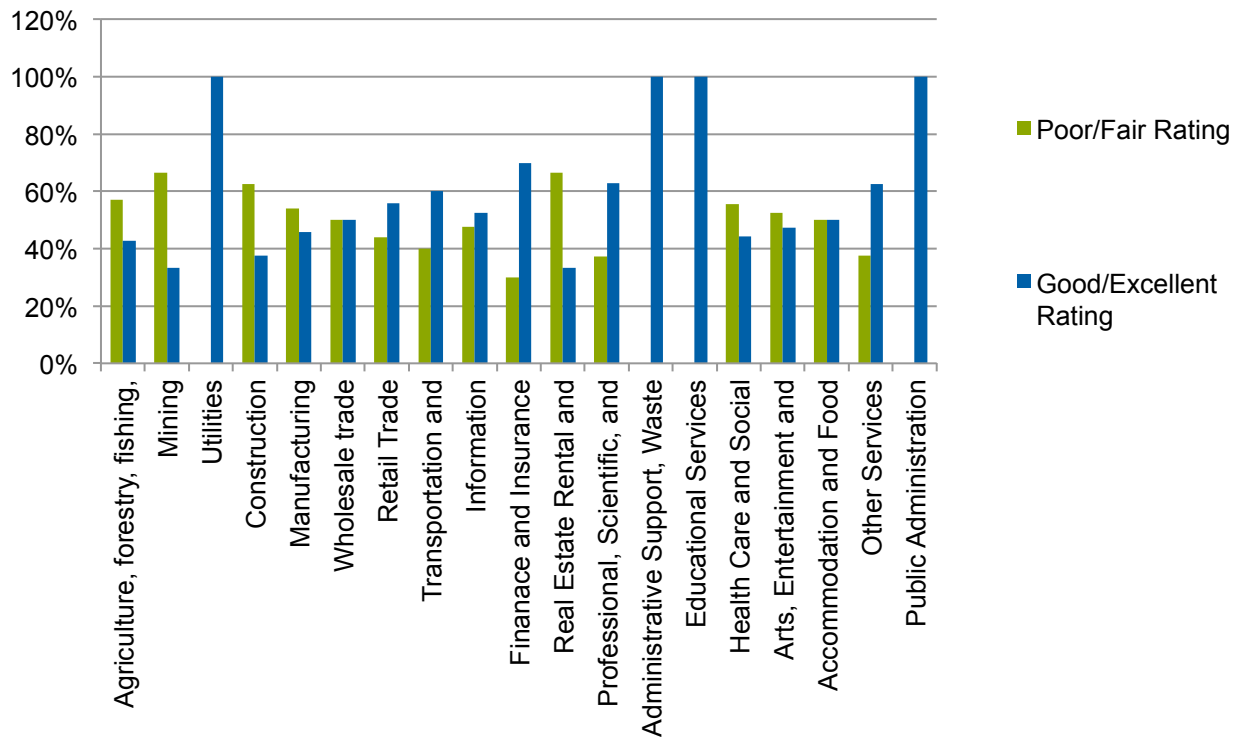
Expansion Constrained by Broadband (# of Businesses)



Source: Columbia Basin-Boundary BRE Project

# Rating of Broadband Quality

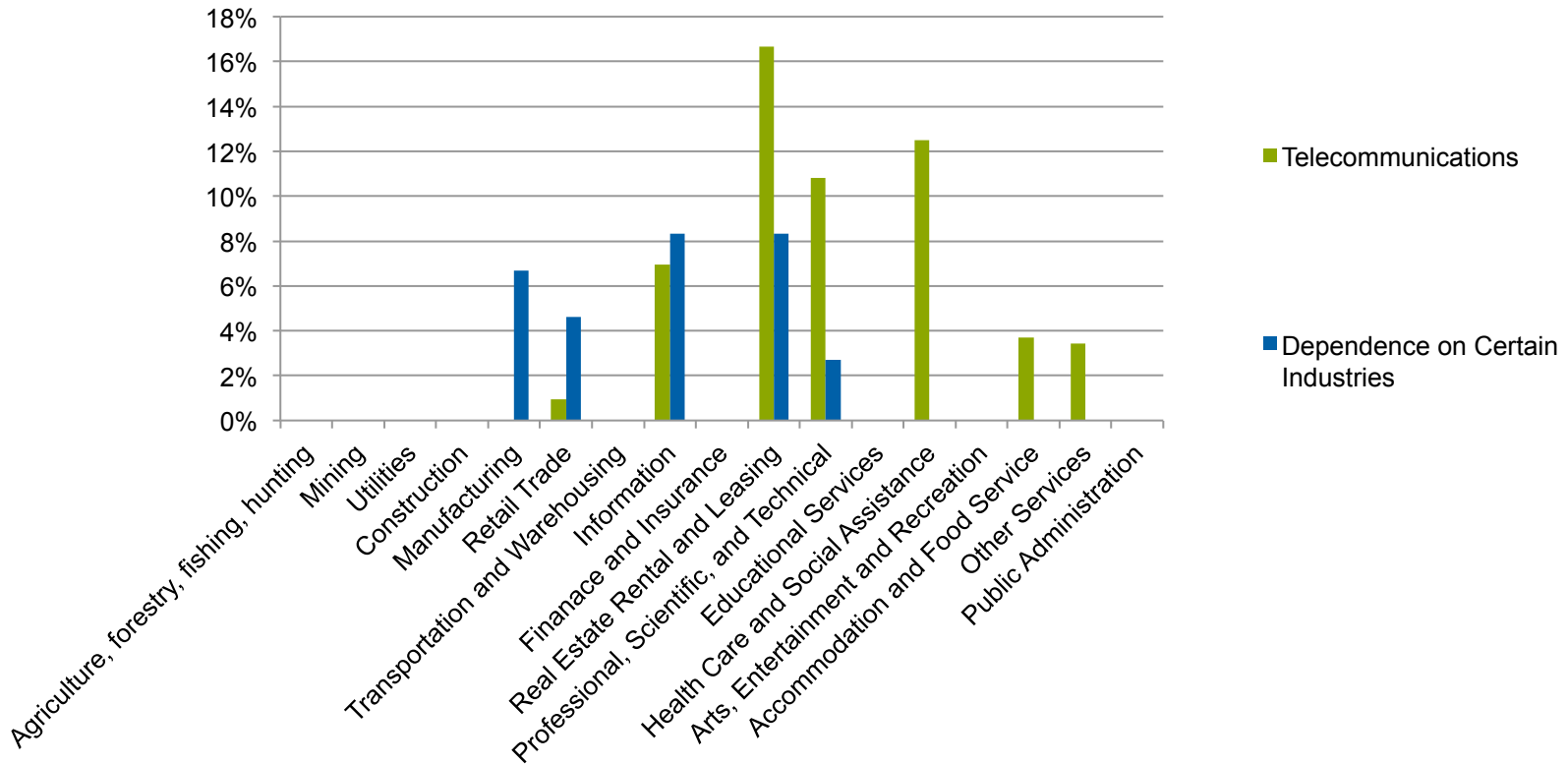
## Basin-Boundary Region



Source: Columbia Basin-Boundary BRE Project

# Barriers to Growth in the Region

## Basin-Boundary Region

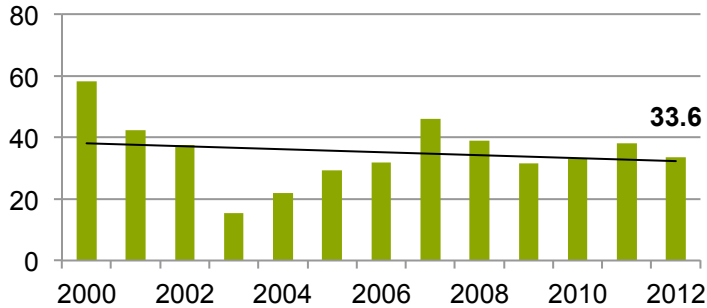


Source: Columbia Basin-Boundary BRE Project

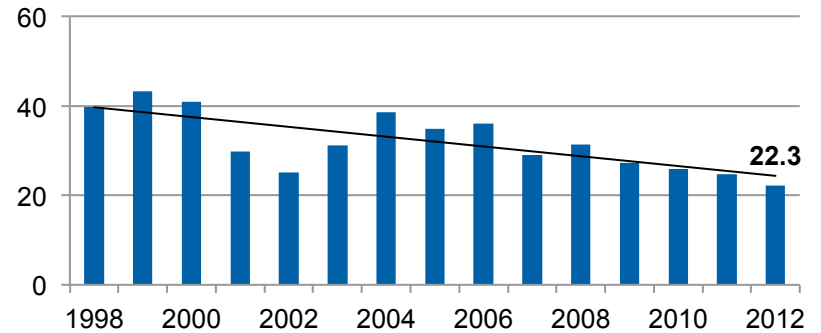
# College Enrolment by Program

## Selkirk College, 2000-2012

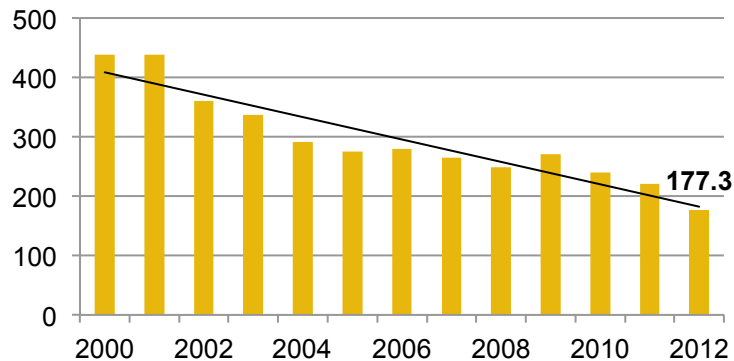
### Forestry Technology



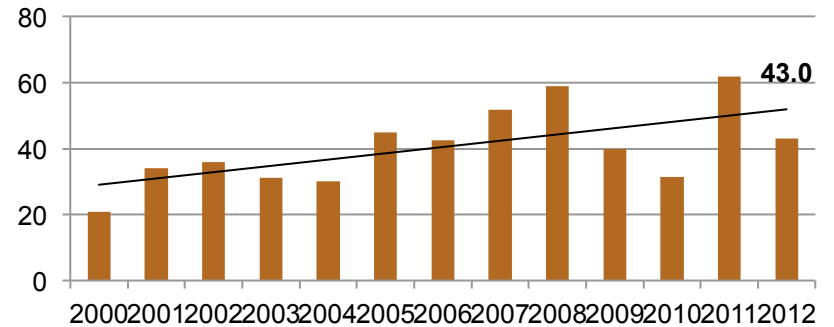
### Resort and Hotel Management



### University Arts and Sciences



### Welding



# Transitioning to the 'New Economy'

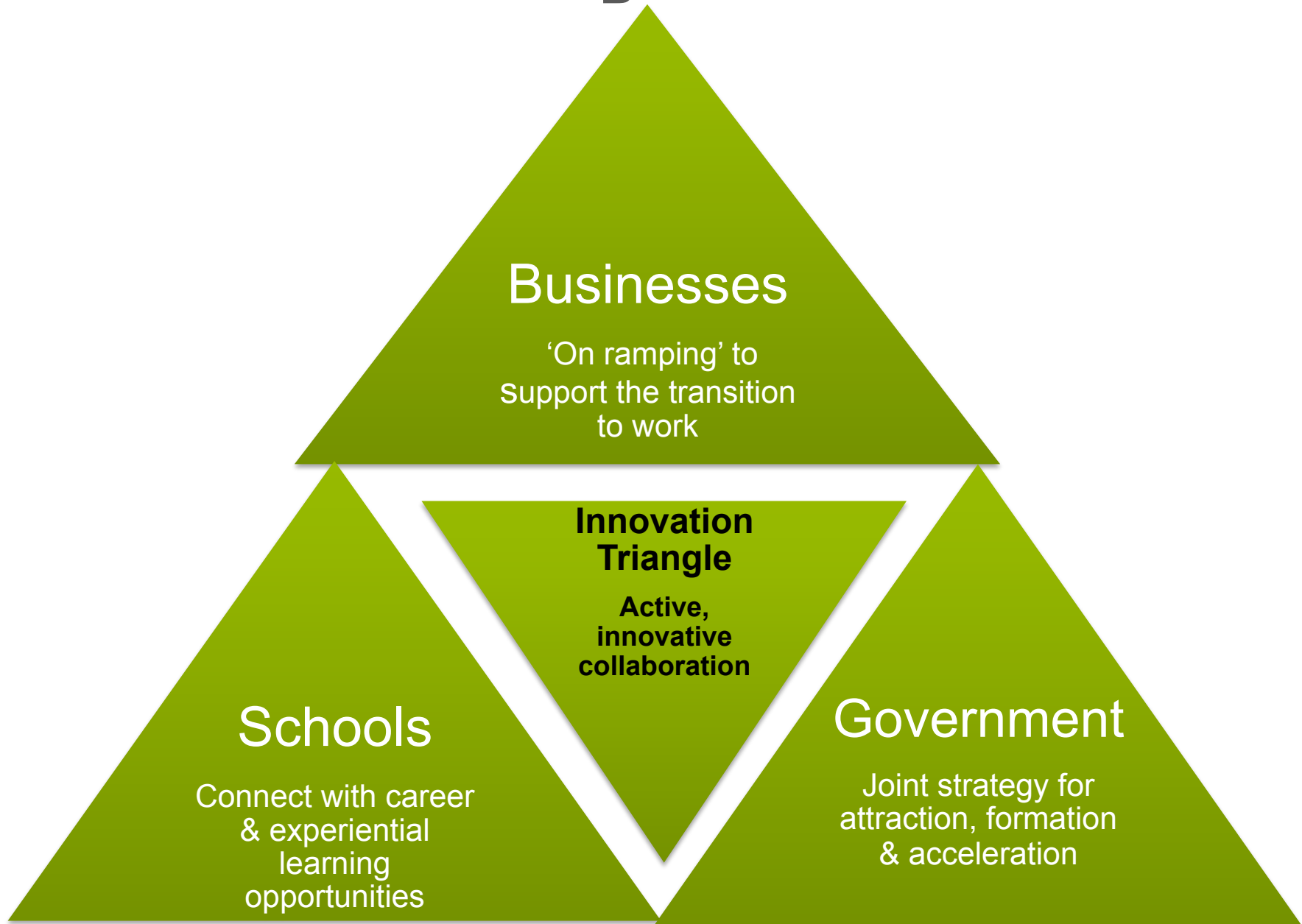
- Knowledge economy - less volatile, draws the creative class / amenity migrants
- Resource economy – still key, need to find ways to support technology adoption
- Its not just about infrastructure, but infrastructure is an essential amenity attractant



# Transitioning to the Broadband Economy

- Innovative companies and institutions are critical
- Education and collaboration are at the heart of our transition
  - Technology to transform learning
  - Equip students with digital skills
  - Create culture of excellence for all (learning region)
  - Educate 'skilled' AND 'knowledge' workers

# Innovation Triangle Success Factors



# Colleges Supporting Technology Adoption

- Geospatial and Digital Media expertise – support to 222 companies:
  - Training to 142 companies & 175 employees
  - Advisory services to 29 companies
  - Direct support to 11 companies
- Lessons Learned:
  - Build relationships and partnerships – serve as part of the ‘landscape’
  - Assess needs and manage expectations
  - Get students involved & build capacity by doing



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