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## **Campbell River enters the Smart Cities Challenge**

Campbell River has entered a national competition for \$10 million – and has submitted an application extensively outlining how our community can use technology like the city-owned CRadvantage fibre optic internet, to create opportunities for current and future residents.

Winning the Smart Cities challenge would:

- Inject \$10 million into Campbell River.
- Significant resources would support the City's pursuit of new technologies.
- Create new opportunities and initiatives.
- Build a brighter future for our community.

*“The federal government's Smart Cities Challenge aims to strengthen Canadian communities by funding innovative initiatives. It's about thinking big to identify significant, pressing, and perceived un-solvable problems, finding ways to solve them with connected technology and data,”* says Rose Klukas, the City's economic development officer.

*“The theme, or challenge statement, that is the foundation for Campbell River's application came from community feedback, ideas and suggestions, and the City uses multiple, diverse methods to gather input from a wide range of community members,”* Klukas says.

Opportunities to contribute ideas for the application were advertised via digital, social, radio, and print media. Feedback was gathered through an online engagement forum, dedicated events, phone calls, and during in-person meetings with a number of groups, in particular youth, families, seniors, non-profits, First Nations, business owners and non-profits.

*“Because the focus of our application is on enhancing the experience of the downtown core, we also connected and partnered with local groups like our local RCMP, Sobering Assessment Centre, Vancouver Island Health Society, the Strathcona Regional District, and North Island College,”* Klukas adds.

If we win, what will Campbell River do with \$10 million? *“We will transform our downtown, collaborating with our partners and using enabling technologies, open data, and smart applications to solve safety issues and care for the needs of our vulnerable population, creating a welcoming city centre that attracts more businesses and visitors,”* Klukas says.

*“With the municipal broadband network, CRadvantage, in place, the City of Campbell River is already well on its way to being a Smart City,”* says Mayor Andy Adams. *“Winning this challenge will allow the City to build on this momentum and create more opportunity for the community.”*

Infrastructure Canada will announce finalists this summer. Finalists will receive \$250,000 to take their applications and develop a final proposal.

View the full application at [www.campbellriver.ca/smart-cities](http://www.campbellriver.ca/smart-cities).

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