



Rural Municipalities of Alberta
2510 Sparrow Drive
Nisku, Alberta T9E 8N5

January 4, 2022

RMA CAOs

RE: Call to Action – Expanding reach & impact of RMA’s Internet Speed Testing project

Dear CAO,

I am writing with a “Call to Action” to share resources with and ask your municipality to help RMA get more rural data for our internet speed testing project. As you are well aware, access to highspeed internet is a necessity for economic development, attracting and retaining families in rural areas, and facilitating quality of life. We know that internet speeds in rural Alberta are lagging behind our urban neighbours. However, there is a gap in information available to decision makers related to just how poor internet speeds are in many rural areas.

To address this gap, RMA has partnered with the Canadian Internet Registration Authority (CIRA) to conduct a multi-year rural internet speed testing project. This project allows rural residents to directly participate in our advocacy by arming us with the information about rural internet speeds to tell the story of connectivity in rural Alberta.

To help us increase our testing numbers, which ultimately increases the strength of our data, I am providing you with some information to share with residents. I ask that you please use this to start conversations about our project and share the opportunity to participate with your residents. Enclosed in this package is:

- A poster that can be displayed in a public space. Feel free to make copies, or contact RMA and we will send you a digital file that can be used to print extras.
- Several post cards and brochures explaining the program. Feel free to share these with residents.

Digital versions of each resource will also be shared by email with you and your mayor/reeve to encourage your staff and council to spread the word on the project as well through social media and other channels. If you would be interested in information on how to further promote the project through your municipality’s social media channels, we are happy to assist.

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Lastly, and most importantly, we ask that you promote this internet testing project to your citizens via your regular municipal communications done via your local newspapers or municipal newsletter. We will be forwarding by email as well files that your communications staff can easily use for advertisements in these communications.

In closing, I thank you for your assistance in sharing information about our internet speed testing project with your residents. If you have any specific questions about the project, please contact Warren Noga, Policy Advisor (warren@rmalberta.com).

Sincerely,

A handwritten signature in black ink, appearing to read "Gerald Rhodes", is positioned above the typed name.

Gerald Rhodes
Executive Director
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780.955.4076

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