

**MANAGEMENT RESPONSE**  
**To the Mid-Term Evaluation of the**  
**Broadband for Rural and Northern Development Pilot Program**

**March 2007**

A formative evaluation of the Broadband for Rural and Northern Development pilot Program was undertaken by the firm Hickling Arthurs Low, on behalf of the Audit and Evaluation Branch and the Information Highway Applications Branch (IHAB) of Industry Canada. The evaluation was guided by a Steering Committee and was completed in May 2006.

The study approach involved three lines of enquiry: document review, consultations, and a survey of project representatives. When the consultations and the survey with project representatives are combined, 54% of the initial Broadband projects participated in the study.

**Recommendations:**

The following is a brief summary of the recommendations of the evaluation, details of which can be found in the evaluation report:

- 1) Extend Broadband to unserved communities
- 2) Establish committee to coordinate all Broadband initiatives
  - That Industry Canada establish and undertake a horizontal governance function in order to coordinate all initiatives – federal, provincial, and private sector, in order to avoid duplication of efforts, and to ensure that all communities are provided with access to affordable and reliable broadband services.
- 3) Issues to consider in future Broadband initiatives
  - That Industry Canada ensure that local needs are taken into consideration, such as creating a local advisory committee to the vendors.
  - That Industry Canada continue with its policy of only subsidizing capital costs.

**Management Response:**

Management agrees with all recommendations. The Broadband Pilot Program concluded on March 31, 2007. In the event a new program is created for the deployment of broadband connectivity in Canada, efforts will be made to ensure that future program development takes into consideration the findings of this report.