Municipal District of GREENVIEW

GREENVIEW INDUSTRIAL GATEWAY

A VISION FOR THE FUTURE

Reeve Ryan Ratzlaff | RMA Conference
November 2026

GREENVIEW'S STORY

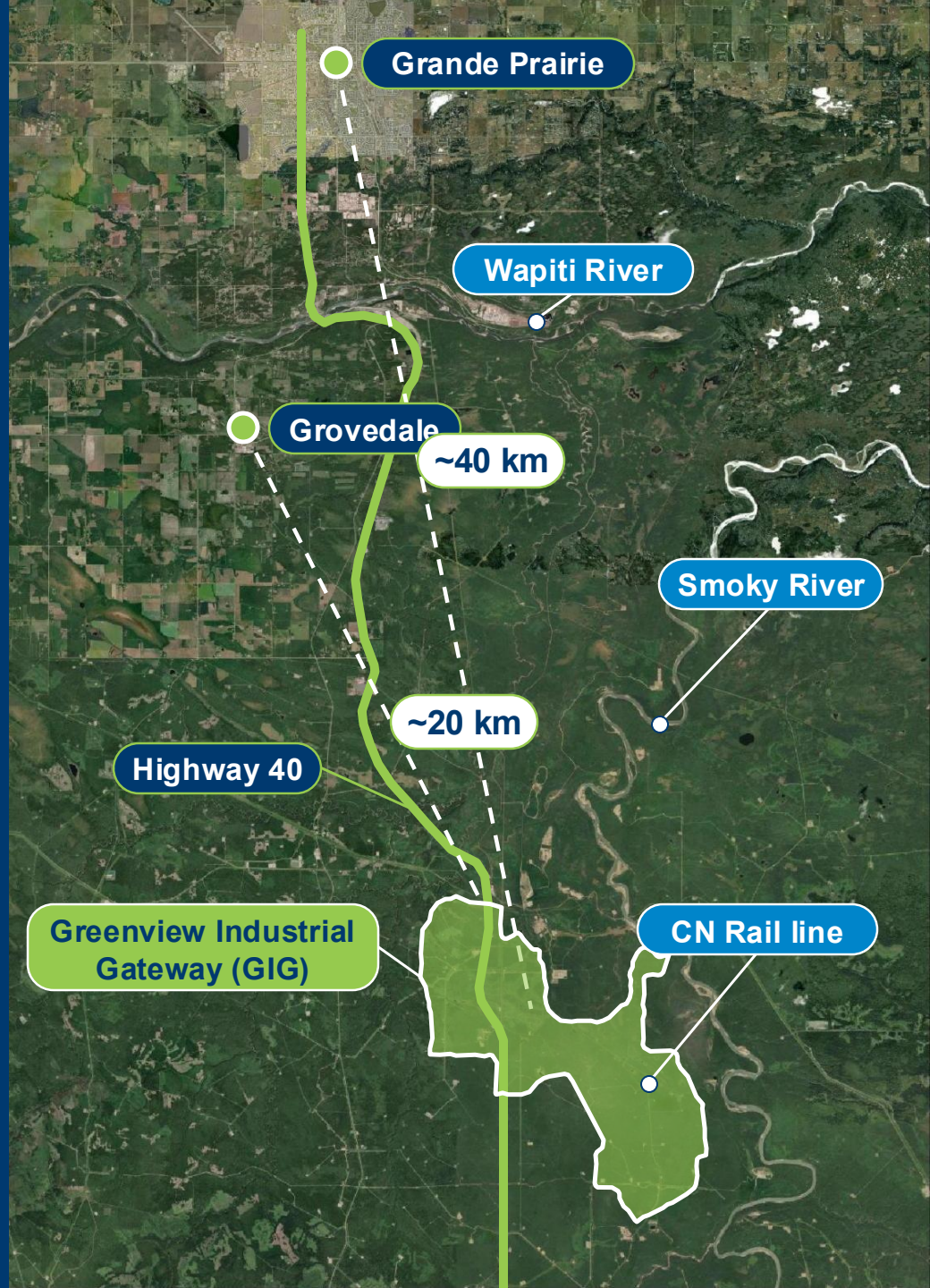
FINDING THE GIG

~40 km
south of Grande Prairie

~20 km
south of Grovedale

18,660
acres on Highway 40

We can’t predict the future.
We can prepare for it.



GREENVIEW'S STORY

GREENVIEW'S CHALLENGE

A familiar Alberta story.

1 PLENTY OF NATURAL RESOURCES

Oil & gas | Forestry | Agriculture

Lots of industrial activity

2 BUT MARKET ACCESS IS AN ISSUE

Greenview — Far from markets — Markets

Rail | Roads | Pipelines

3 2012: COUNCIL TAKES ACTION

- Watched investment after investment pass us by
- Committed to building an industrial site
- Went looking for the right industrial partner to help solve the problem

GREENVIEW'S STORY

THE GIG STRATEGY

Explore ‘plug-and-play’ infrastructure

2013
- ASP Boundaries

2014–2017
- MoU with GoA

2017–2020
- Level 3 Consultation
- Tri-Municipal ASP
- Eco-Industrial MoU

2021–2023
- ASP Amendment
- Business Plan
- Study & Analysis

2024
- **Data Centre Proponent**
- Environmental Overview
- Consultation Adequacy Decision
- Pre-Consultation Assessments

2025
- More Analysis
- Water Act Application

2026
- **Designated Industrial Zone**

18,660

acres identified for industrial use

700+ billion

cubic metres of estimated natural gas reserves within 7 km

20+

reports, plans, applications and assessments completed

GREENVIEW'S STORY

THE GIG'S UNIQUE POSITION

Location and resources.

LAND
18,660 acres (75.5 km sq)

NATURAL GAS
750 billion BCM in Montney Formation

SUITABILITY
Designated Industrial Zone

CONNECTIVITY
Fibre optic cable networks

RAIL
Proximity to CN Rail line

ROAD
$50M for Hwy 40 upgrades

WATER
Proximity to Smoky River

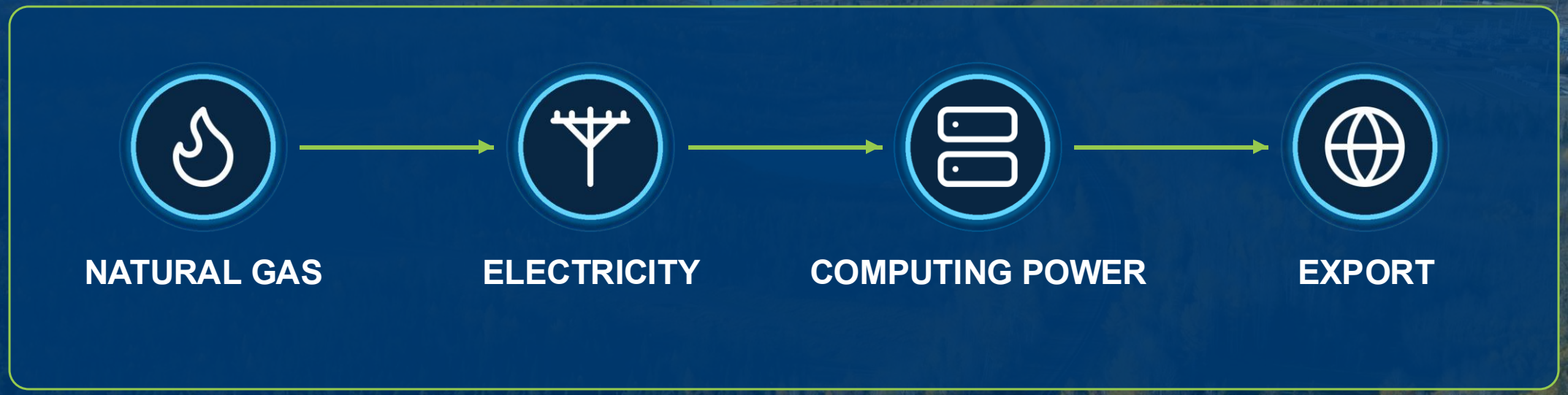
SETTING
~40 km from Grande Prairie /
~20 km from Grovedale

READINESS
ASPs, MoUs, Assessments, Investigations, Applications

HOW THE FUTURE FITS

WHY DATA? WHY RURAL ALBERTA?

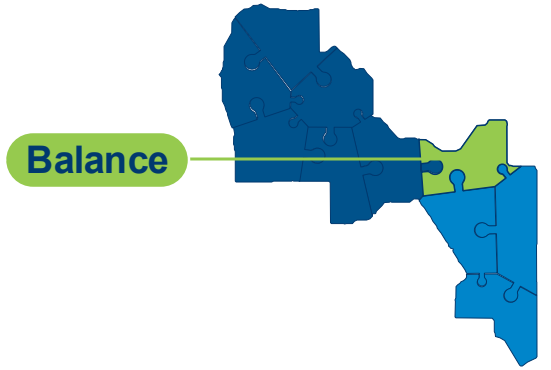
We have what data centres need.



Artificial Intelligence models are driving demand for data.

HOW THE FUTURE FITS

WHAT'S IN IT FOR US?



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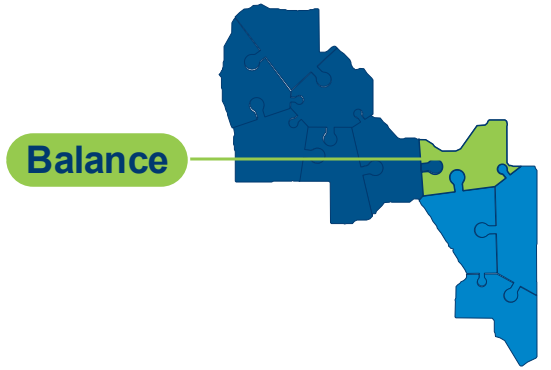

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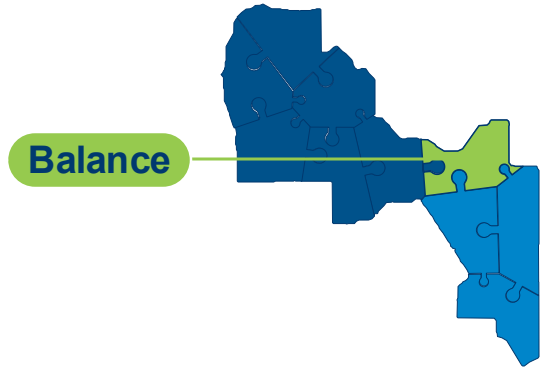

Regional economic activity

Tax revenue

BENEFITS

RISKS

HOW THE FUTURE FITS

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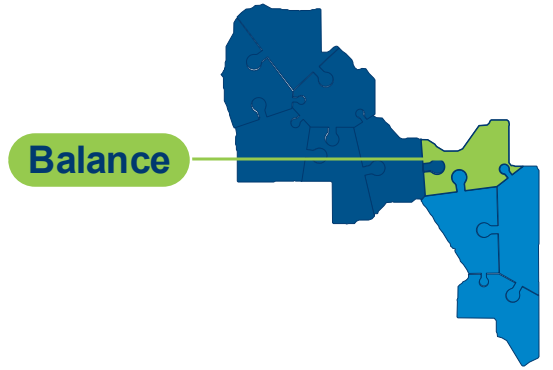

- Employment
- Regional economic activity
- Tax revenue

BENEFITS

RISKS

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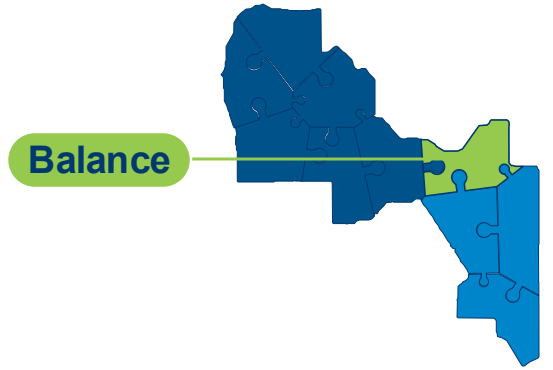

- Training opportunities
- Employment
- Regional economic activity
- Tax revenue

BENEFITS

RISKS

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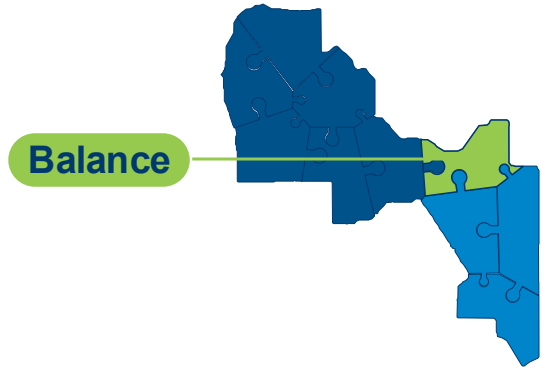

- Procurement
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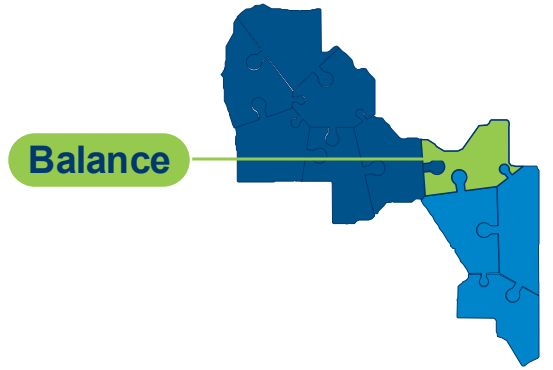

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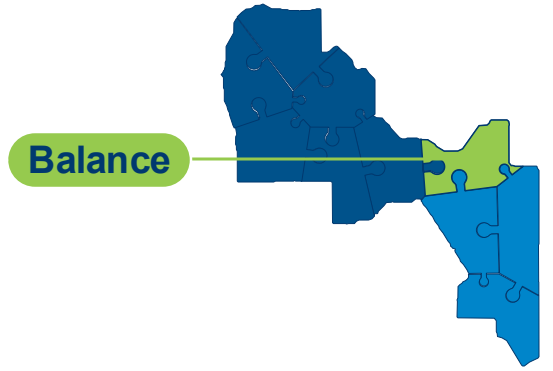

- Infrastructure investment
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BENEFITS

- Infrastructure wear and tear

RISKS

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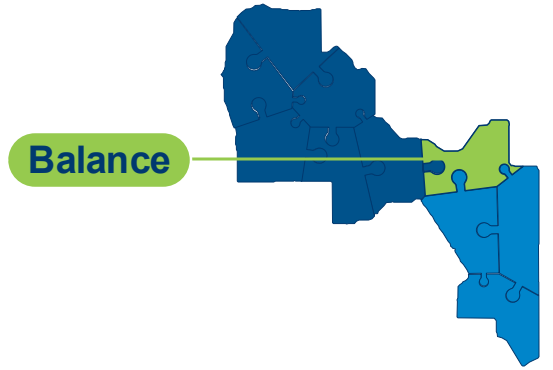

- Infrastructure investment
- Procurement
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BENEFITS

- Environmental impacts (water, emissions)
- Infrastructure wear and tear

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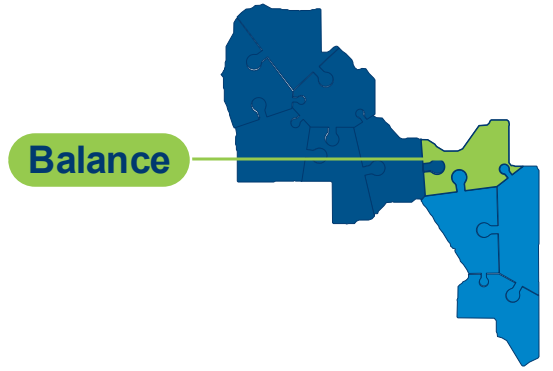

- Infrastructure investment
- Procurement
- Training opportunities
- Employment
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BENEFITS

- Local power supply
- Environmental impacts (water, emissions)
- Infrastructure wear and tear

RISKS

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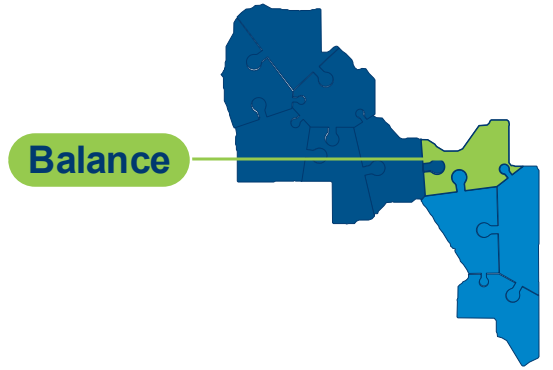

- Infrastructure investment
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BENEFITS

- Community impacts (noise, traffic, light)
- Local power supply
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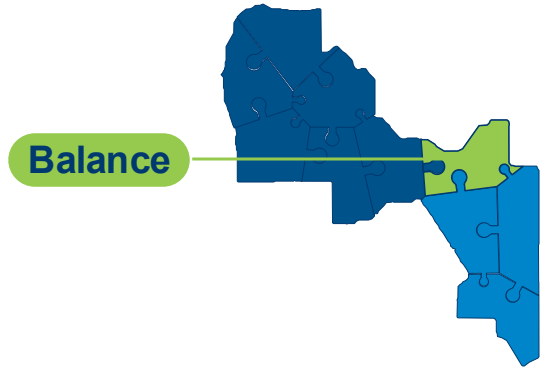

- Infrastructure investment
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BENEFITS

- Project may not proceed
- Community impacts (noise, traffic, light)
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RISKS

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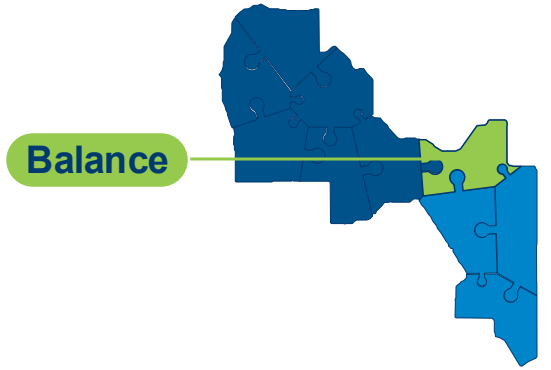

- Infrastructure investment
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BENEFITS

- Concerns about AI
- Project may not proceed
- Community impacts (noise, traffic, light)
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- Infrastructure wear and tear

RISKS

HOW THE FUTURE FITS

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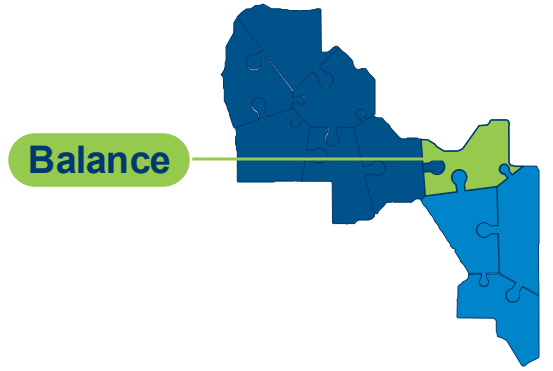

- Diversification
- Infrastructure investment
- Procurement
- Training opportunities
- Employment
- Regional economic activity
- Tax revenue

BENEFITS

- Concerns about AI
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RISKS

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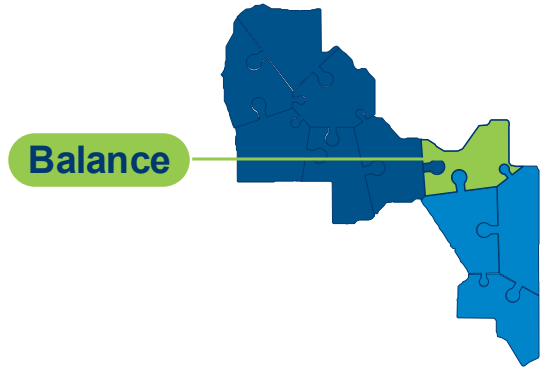

- Opportunity to lead
- Diversification
- Infrastructure investment
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BENEFITS

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RISKS

HOW THE FUTURE FITS

REGULATORY MATTERS

Municipalities are navigating reactive policy from other jurisdictions.

MUNICIPAL
Local decisions

- Land use and zoning
- Development permits
- Roads and servicing

PROVINCIAL
Consultation, utilities, water and environment

- Alberta Utilities Commission
- Alberta Energy Regulator
- Environment and Protected Areas
- Aboriginal Consultation Office

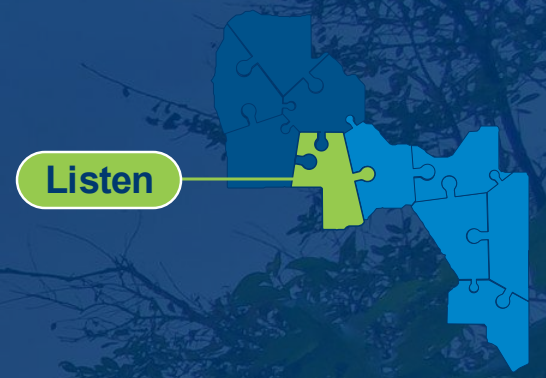
FEDERAL
National interests

- Fisheries and waterways
- Airspace and telecom
- Impact assessment, if needed

Same regulatory framework, different public understanding.

A NEW ECONOMIC FRONTIER

THE PUBLIC RESPONSE



We thought we were doing the right thing. Now the public is pushing back.

PREPARING THE GIG

We followed the process

10+ years of planning, study, analysis, consultation, public discussions, council meetings and decisions, etc.

DATA CENTRE DECISION

Public interest was low

Economic development is not that exciting. Planning the GIG drew little attention.

PUBLIC DISCONTENT

Mistrust & Accusations

No one knew a data centre was coming. They missed the GIG connection, and worry about shady deals.

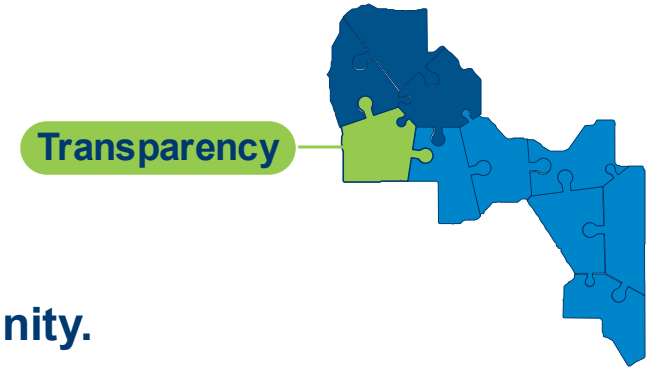
WHY IS THE RESPONSE LIKE THIS?

- **AI is unfamiliar and mistrusted**
- **New tech enables expectation of immediacy**
- **Citizens feel they must speak out**
- **Decisions do not stay decided**

The planning happened. Now we have to show our work.

A NEW ECONOMIC FRONTIER

ENHANCED SCRUTINY



New kinds of development draw new attention, whatever the size of the community.

ACCOUNTABILITY

Be clear and open about who decides, and who answers for each decision.

TRANSPARENCY

Share information early, including what we don't yet know, and why.

DISCLOSURE

Set expectations for proponents to share project details.

Small communities now draw national attention.

A NEW ECONOMIC FRONTIER

FAMILIAR vs UNFAMILIAR

FAMILIAR

Industries Albertans know, with familiar questions about water, power and emissions.

- Refinery
- Gas plant
- Pulp mill
- Farming

VS

UNFAMILIAR

New to Alberta or new to the neighbourhood. Broader questions, and few reference points to answer them.

- Data centres
- Solar farms
- Battery storage
- Housing (infill/density)

A new age of development. It is not just data centres.

A NEW ECONOMIC FRONTIER

WHAT WE CAN AND CANNOT DO

WE CAN

01 Ask questions and push for answers

02 Follow process diligently

03 Communicate clearly

04 Have a back-up plan

WE CANNOT

01 Answer everything

02 Overstep our jurisdiction

03 Assume business as usual

04 Control the demand for data

A BETTER QUESTION

What does responsible data centre development look like?

LESSONS LEARNED

WHAT WE WOULD DO DIFFERENTLY

A data centre is not a standard project. Public sentiment can weigh as much as process.

01 **Set the framework early**

Whoever sets the framework shapes the narrative.
Build the framework for policy, governance, communications and engagement together, before the first announcement.

02 **They heard it from us first**

We must be the source of truth.
Indigenous groups, residents, neighbours and industry should first hear about the project from the local authority.

03 **Set expectations up front**

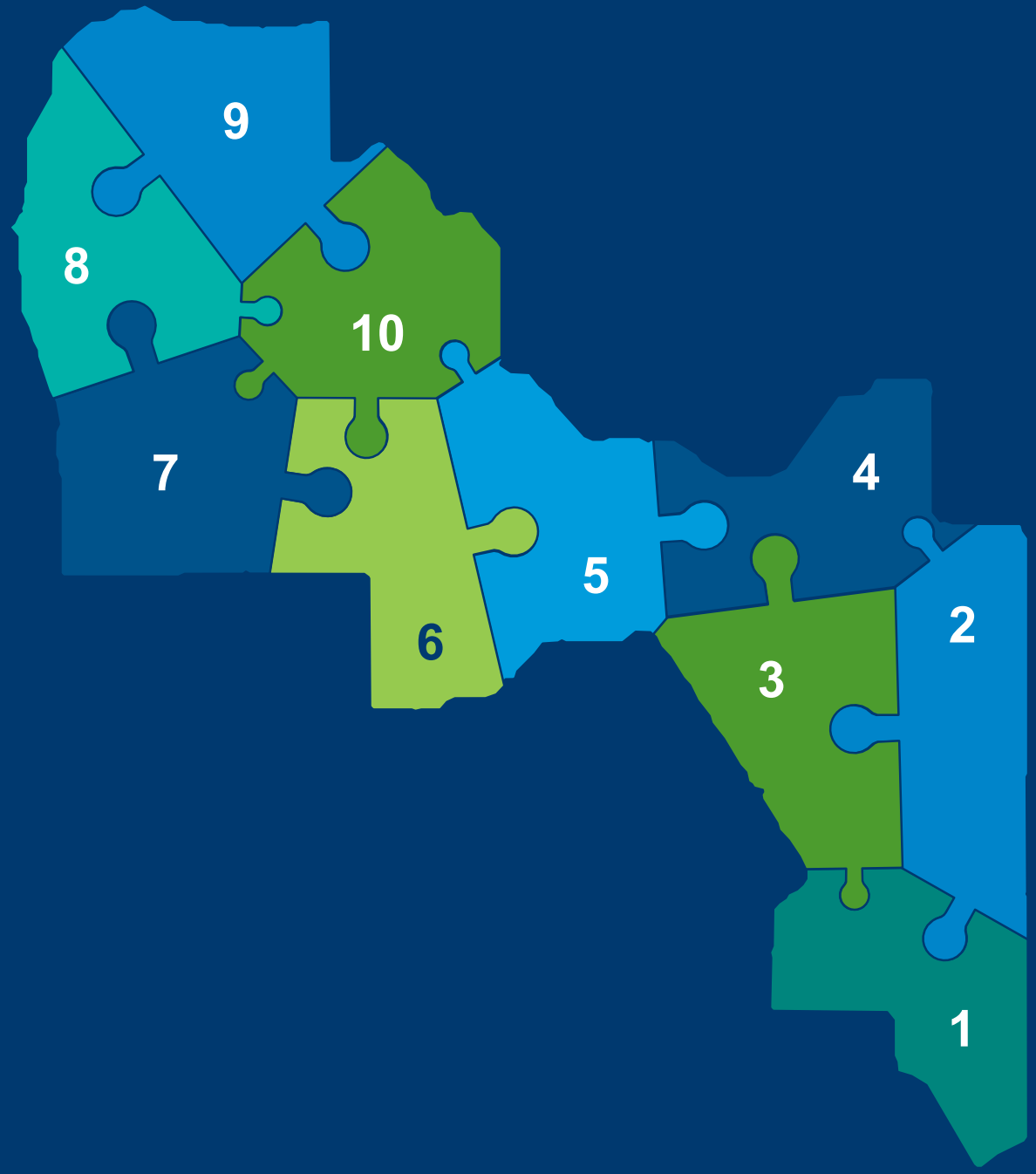
Limit commercial confidentiality to what's truly needed.
Establish early agreement with the proponent about roles, timelines, navigating the process and sharing with the public.

We share these so other municipalities can start further ahead.

LESSONS LEARNED

PIECES OF SUCCESS

1	**Strategy**	The GIG strategy
2	**Assets**	The GIG's unique position
3	**Diversify**	Why data? Why rural Alberta?
4	**Balance**	What's in it for us?
5	**Governance**	Regulatory matters
6	**Listen**	The public response
7	**Transparency**	Enhanced scrutiny
8	**Adapt**	Familiar vs unfamiliar
9	**Resilience**	What we can and cannot do
10	**Learn**	What we would do differently



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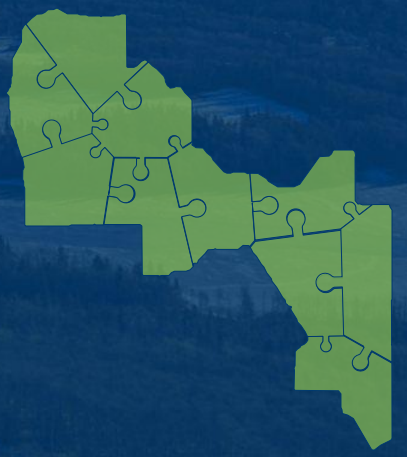
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