Regional Alignment of Wireless Communications

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JVSV’s Role

• Non-profit 501(c)(3)
• Convening board
• Institute (Think Tank)
• Initiatives (Do Tank)
  – Civic Technologies:
    Wireless, Smart Cities,
    Community Broadband,
    Public Safety
WCI Mission

Wireless Telecom

- Often characterized as positional.
- “Us vs. Them”
- War stories about extreme cases.
- Media (and some politicians) lap this up because it sells.
Wireless Telecom

- Common goals:
  - Serve the needs of residents/customers.
  - Be understood, heard, and respected.
  - Wireless telecom is a vital tool for 21st Cent.
  - *Technical complexity make collaboration key.*

Muni Drivers

- Realize a “market rate” for use of public property.
- Maintain aesthetics.
- Maintain safety.
- Be able to address resident concerns.
Telecom Drivers

- Realize a profit.
- Spectrum, CAPEX, OPEX.
- Customers: Serve existing, acquire new.
- Reduce churn.
- Pay fair prices for lease.
- **Not have every project be a one-off uphill battle.**

Customer Lifetime Value = \( \frac{(CAPEX + OPEX + ARPU)}{Churn} + \text{Cost of Acquisition} \)
Moving Forward

- Nobody wants conflict
  - 4G HetNet isn’t a one-and-done.
  - 5G will be more complex.
- Keys are:
  - Dialog
  - Trust
  - Compromise

Our Approach

- Steering Committee
- Educational Seminars & Roadshows
- Silicon Valley Wireless Working Group (bi-annual roundtable)
- Council/Commission study sessions & webinars
FCC Small Cell Order

- Defines a “small cell wireless facility”
- Defines what it means to “materially inhibit” (i.e. clarifies an “effective prohibition”)

FCC Small Cell Order

- Defines a safe harbor for ROW access fees
  - Or, may be reasonably cost-based!
- Defines acceptable application fees
FCC Small Cell Order

• States that aesthetics must be:
  – Reasonable
  – Egalitarian
  – Ministerial
  – Deadline is Apr 15th

FCC Small Cell Order

• Shot Clocks
  – 60 days for adding to existing structure
  – 90 days for new structures
  – Missing a shot clock is considered an effective prohibition
FCC Small Cell Order

• Shot Clocks (con’t)
  – Shot Clocks don’t change for batched applications
  – May be paused if muni determines application is incomplete - w.i. 30 days
  – May pause again if resubmit doesn’t address issues – w.i. 10 days

Resources

• [www.jointventure.org/wireless](http://www.jointventure.org/wireless)
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