

Regional Alignment of Wireless Communications

Prepared for PWOI 2019

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JVSV's Role



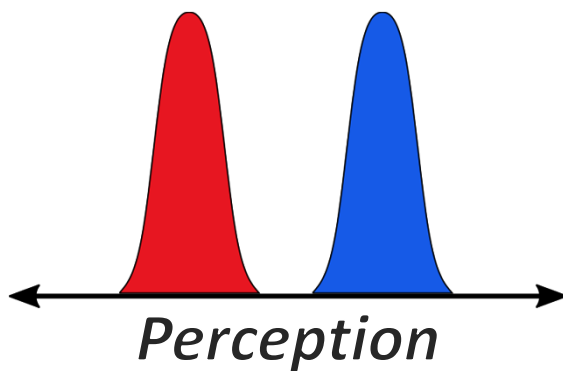
- Non-profit 501(c)(3)
- Convening board
- Institute (Think Tank)
- Initiatives (Do Tank)
 - Civic Technologies:
Wireless, Smart Cities,
Community Broadband,
Public Safety



WCI Mission

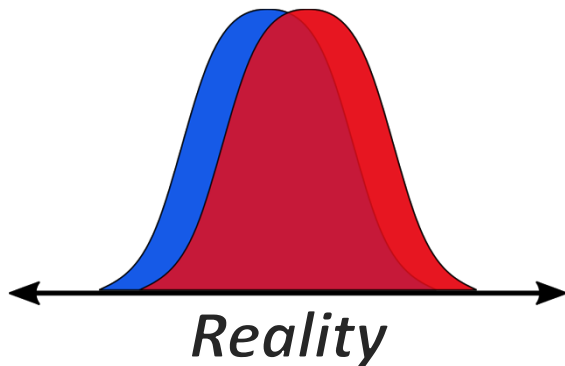


Wireless Telecom



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

Wireless Telecom



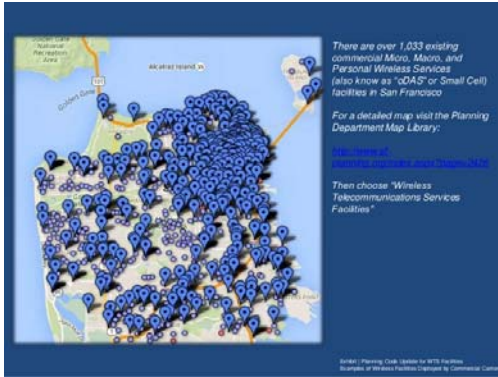
- Common goals:
 - Serve the needs of residents/customers.
 - Be understood, heard, and respected.
 - Wireless telecom is a vital tool for 21st Cent.
 - ***Technical complexity make collaboration key.***

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.***

Telecom Drivers



- Address exponential user demand.
- Remain competitive.
- *Reduce churn and CoA.*

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

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
- www.bit.ly/RiponCA
- www.bit.ly/cellsiteMLSstudy
- www.bit.ly/jvsv-telecom-hbook
- davidw@jointventure.org
- Twitter: @w6dtw





Joint Venture
SILICON VALLEY