Update on FCC Small Cell Order

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JVSV’s Role

- Non-profit 501(c)(3)
- Convening board
- Institute (Think Tank)
- Initiatives (Do Tank)
  - Wireless (WCI)
  - Smart Cities (SRI)
  - Community Broadband (CBI)
WCI Mission
Basic Requirements of 21st Century Life
Mobile Data

- Data in North Amer.
  - 1.3 EB/month in 2015
  - 9.1 EB/month in 2021

- Usage per Phone
  - 3.7 GB/month in 2015
  - 22 GB/month in 2021

(Per Cisco VNI, Ericsson Mobility Report, Mobile Experts LLC, etc.)
Wireless-Only

- CDC Wireless Substitution (Bi-annual, June 2018)
- Wireless-only
  - 48 million children live in wireless-only households.
  - Renters: 74.4%
  - Poverty: 67.1%
  - Hispanic: 69.1%
  - Ages 25-34: 77.3%
  - Ages 35-44: 65.7%
Data Coverage
Data Speeds
The Challenges of Deployment
The Challenges of Deployment
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.
Our Approach

• Steering Committees
• Educational Seminars & Roadshows
• Silicon Valley Wireless Working Group (bi-annual roundtable)
• Council/Commission study sessions & webinars
Muni Drivers

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

• Is wireless a revenue source, or an economic driver?
• Need to protect aesthetics & respond to resident concerns.
• Lack of technical expertise on staff.
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 Challenges

• Address exponential user demand.
• Remain competitive.
• Maintain CLV by reducing Churn and Cost of Customer Acquisition.
Moving Forward

• Nobody wants conflict
  – 4G HetNet isn’t a one-and-done.
  – 5G will be more complex.

• Keys are:
  – Dialog
  – Trust
  – Compromise
FCC Small Cell Order

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

- Defines a safe harbor for ROW access fees
  - Or, fees may be reasonably cost-based!

- Defines acceptable application fees
FCC Small Cell Order

- States that aesthetics must be:
  - Reasonable
  - Egalitarian
  - Ministerial
  - *Deadline was 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**
  - 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
FCC Small Cell Order

- Responses
  - Challenge in 9th Circuit Court of Appeals
  - Some munis are resisting
  - Some have integrated
  - Some are coming in under the Safe Harbor
Resources

- www.jointventure.org/wireless
- www.bit.ly/RiponCA
- www.bit.ly/cellsiteMLSstudy
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