

WIRELESS MARKETING AGREEMENT FAQs

Why is this initiative important to your City?

- A holistic Wireless Master Plan gives your City ultimate control
- Your City owned assets can be leveraged to create a new source of revenue as new wireless infrastructure can be deployed on City assets using “small cell” technology
- Ubiquitous wireless infrastructure will help create social equality, enhance public safety, and generate economic development
- Protects your City from pending State and Federal law changes preempting local control

Why Now?

- 600,000 small cells will be deployed in the next several years across the country
- State legislators are passing laws that will preempt local authority over small cell attachment ordinances, including zoning and aesthetics
- The FCC issued a ruling adopting what is referred to as the “**Shot Clock**” which states that a local jurisdiction must approve a collocation within 60-90 days or it is deemed approved, and the FCC is currently also considering preemption of local ordinances.

What work will 5 Bars perform for your City?

- RF analysis and benchmarking current wireless coverage
- Market underutilized City owned assets to wireless carriers
- Negotiate market driven lease rates
- Enable a streamlined process to expedite deployment of small cell infrastructure
- Create standards in order to maintain control and manage visual aesthetics
- Take on the burden of managing carrier requests

Why is an agreement with 5 Bars good for your City?

- Increase wireless coverage and capacity
- Allows the City to have ultimate control over standards, policy and pricing regardless of legislative changes
- Ensures wireless infrastructure conforms to specifications and aesthetics guidelines
- Provides city controlled plan to deploy small cells with carriers in a cooperative manner
Non-performance clause guarantees deployments with no risk to the City
- Requires no capital outlay and creates a new revenue stream

Why are small cells and new wireless technologies important?

- New technologies are addressing the need for faster speeds and greater data throughput
- The density of small cells and oDAS can meet the demand for volume and speed
- It is estimated over time the majority of all mobile traffic will be offloaded to small cells

What City assets can be used to deploy wireless technology?

- All City owned assets including, but not limited to: street poles, utility poles, roof tops, street furniture, City owned cell towers and fiber

What is the agreement between City of Sacramento and 5 Bars?

- 5 Bars has been awarded an exclusive agreement to proactively market underutilized City owned assets to wireless carriers
- It is a national cooperative agreement available to all municipalities
- As an advocate for the City of Sacramento 5 Bars:
 - created a Wireless Master Plan
 - conducted radio frequency analysis
 - provides consulting services
 - markets to Carriers
 - negotiates market driven lease rates
 - influences form factor standards and policy guidelines

Is there a contract procurement vehicle in place?

- Yes. A piggyback vehicle is available with the City of Sacramento Agreement http://sacramento.granicus.com/GeneratedAgendaViewer.php?view_id=22&clip_id=3824

Why choose 5 Bars as your partner?

- Advocate for your City
- Neutral and objective, no conflict of interest or owned assets
- Proven track record of success with outdoor wireless technologies
- Relationships with all carriers at executive level
- Expertise in wireless master planning
- Best negotiated revenue split found in the industry
- No investment required

Next steps

- Meet with 5 Bars to review current situation
- Develop Wireless Master Plan and Marketing Agreement
- Before legislation preemting local control is enacted, sign an agreement with 5 Bars to protect local control from State and Federal Legislative changes

