

# 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

## Why Now?

- 600,000 small cells will be deployed in the next several years across the country
- 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
- **California AB 2788** Bill was ALMOST PASSED, would have preempted local authority, shut out public input by eliminating consideration of the aesthetic and environmental impacts

## What work will XG Communities perform for your City?

- RF analysis and benchmarking current wireless coverage
- Market underutilized City owned assets to wireless carriers
- Negotiate market driven lease rates
- Increase wireless coverage and capacity
- 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 XG Communities good for your City?

- Creates a new revenue stream
- Allows the City to have ultimate control over standards, policy and pricing
- Ensures wireless infrastructure conforms to specifications and aesthetics guidelines
- Provides greater coverage for your citizens
- Accelerates wireless deployment
- Requires no capital outlay

## 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, roof tops, street furniture, City owned cell towers and fiber

### **What is the agreement between City of Sacramento and XG Communities?**

- XG has been awarded an exclusive agreement to proactively market underutilized City owned assets to wireless carriers
- As an advocate for the City of Sacramento XG:
  - creates a Wireless Master Plan
  - conducts 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](http://sacramento.granicus.com/GeneratedAgendaViewer.php?view_id=22&clip_id=3824)

### **Why choose XG Communities 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 XG to review current situation
- Understand carrier requirements
- Develop Wireless Master Plan and Marketing Agreement