



October 11, 2017

Honorable Devin LeMahieu  
Chair, Senate Committee on Elections and Utilities  
Room 323 South  
State Capitol  
PO Box 7882  
Madison, WI 53707

Honorable Chris Kapenga  
Vice-Chair, Senate Committee on Elections and Utilities  
Room 15 South  
State Capitol  
PO Box 7882  
Madison, WI 53707

**RE: Support Assembly Bill 348/Senate Bill 425 – Streamlined Deployment of Small Wireless Facilities**

Dear Chair LeMahieu and Vice-Chair Kapenga,

On behalf of CTIA, the trade association for the wireless communications industry, and its members, I am writing in strong support of Assembly Bill 348/Senate Bill 425, related to the deployment of small wireless facilities. The people of Wisconsin continue to demand – at increasing levels – access to wireless products and services. This is demonstrated by the fact that there are over 5.4 million Wisconsin wireless subscribers, an increase of 15% from 2010.<sup>1</sup> These wireless subscribers are not just making simple voice calls as mobile data usage has skyrocketed 35 times since 2010.<sup>2</sup> These demands from the wireless industry's customers – your constituents – require that wireless networks be updated today and readied for the next generation of wireless networks. AB 348/SB 425 is a needed mechanism to accommodate consumer demands and help to realize the future.

Small wireless facilities – also known as small cells – are being widely deployed to accommodate this increased demand. Small cells are wireless antennas, typically no more than six cubic feet in volume, and associated equipment, generally less than twenty-eight cubic feet in volume, that are being installed on existing structures like utility poles, street lights and traffic signal poles. This global trend is sweeping the country.

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<sup>1</sup> FCC, Voice Telephone Services: Status as of December 31, 2015, November 2016, at <https://www.fcc.gov/voice-telephone-services-report>, last accessed 10/6/2017.

<sup>2</sup> CTIA's Wireless Industry Summary Report, Year-End 2016 Results, 2017, <https://www.ctia.org/docs/default-source/default-document-library/annual-year-end-2016-top-line-survey-results-final.pdf?sfvrsn=2>, last accessed 10/6/2017.



Small cells enhance capacity on existing 4G LTE wireless networks by efficiently using scarce spectrum, and they will be required for the higher-frequency spectrum 5G networks will depend on. The benefits provided by 5G are astounding. 5G networks will provide increased capacity to accommodate growing consumer demands by connecting 100 times more devices. Imagine a future where nearly everything is connected to ubiquitous wireless networks at speeds up to 100 times faster than today. Imagine communities that are smarter and more connected. Entire sectors, from public safety to transportation, will be transformed.

In fact, Accenture recently published a study noting that 5G wireless networks could create as many as three million jobs and boost the U.S. GDP by nearly \$500 billion over the next seven years.<sup>3</sup> More specifically, Wisconsin communities – from small towns to big cities – that embrace the next-generation of wireless connectivity will realize significant economic benefits. For instance, 5G deployment in a community like Milwaukee may create over 5,500 jobs and increase GDP by \$913 million, and a community like Sheboygan may create over 450 jobs and increase GDP by \$74 million.<sup>4</sup>

Furthermore, a report recently published by Deloitte illustrates how other industries are leveraging today's wireless platform for innovation and growth, and how increased wireless deployment will spur even more advancements in these key economic sectors<sup>5</sup>:

- **Energy.** Wireless-enabled smart grids could create \$1.8 trillion for the U.S. economy— saving consumers hundreds of dollars per year.
- **Health.** Wireless devices could create \$305 billion in annual health system savings from decreased costs and mortality due to chronic illnesses.
- **Public Safety.** Improvements made by wireless connectivity can save lives and reduce crime. A one-minute improvement in emergency response time translates to a reduction of 8% in mortality.
- **Transportation.** Wireless powered self-driving cars could reduce emissions by 40-90%, travel times by nearly 40% and delays by 20% – and translate to \$447 billion per year in savings, and, more important, 21,700 lives saved.

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<sup>3</sup> "How 5G Can Help Municipalities Become Vibrant Smart Cities," Accenture Strategy, Jan 12, 2017. These estimates are based on expected benefits for the United States from next generation wireless networks and some smart city technologies. They are based on per capita application of the estimated national benefits to individual cities (e.g., the number of construction jobs are national averages assigned on a per-capita basis), and may vary depending on the individual city.

<sup>4</sup> *Ibid.*

<sup>5</sup> Deloitte, "Wireless Connectivity Fuels Industry Growth and Innovation in Energy, Health, Public Safety, and Transportation," [http://www.ctia.org/docs/default-source/default-document-library/deloitte\\_20170119.pdf](http://www.ctia.org/docs/default-source/default-document-library/deloitte_20170119.pdf), last accessed 10/6/2017.



That's the promise of the next-generation of wireless technology. America needs to lead in its deployment.

AB 348/SB 425 helps to remove barriers to efficient deployment of small cell wireless infrastructure by streamlining processes and imposing reasonable rates and fees. Assembly Bill 348 allows providers the opportunity to deploy small cells responsibly by having reasonable access to existing local infrastructure within and outside of the public rights-of-way (ROW). The legislation makes small cells on existing infrastructure a "permitted use" and not subject to the type of review larger "macro" towers receive. The legislation provides for an expedited timeline of small cell applications if there are no deficiencies indicated by local government. AB 348/SB 425 also allows for consolidation of substantially similar small cell applications in order to minimize administrative impacts while improving efficiency.

Finally, it is important to note that AB 348/SB 425 places no limitations on localities' ability to deny permits based on building, safety or electrical codes or standards. There is no removal of localities' jurisdiction in these areas.

In closing, over the past seventeen months, fourteen states have passed statewide small cell legislation both streamlining the process for small cell deployment and imposing reasonable fees for access to the public rights-of-way. Appropriate siting and land use regulation will facilitate and encourage capital investment because capital tends to flow to places that are ready for investment. Enactment of AB 348/SB 425 will send a signal that Wisconsin is ready for investment.

Thank you for the opportunity to submit comments in support of AB 348/SB 425. CTIA strongly urges its approval.

Sincerely,

Bethanne Cooley  
Director, State Legislative Affairs  
CTIA



### Example of a Small Cell

