



Milwaukee Civic Partnership Initiative Verizon Wireless Agreement

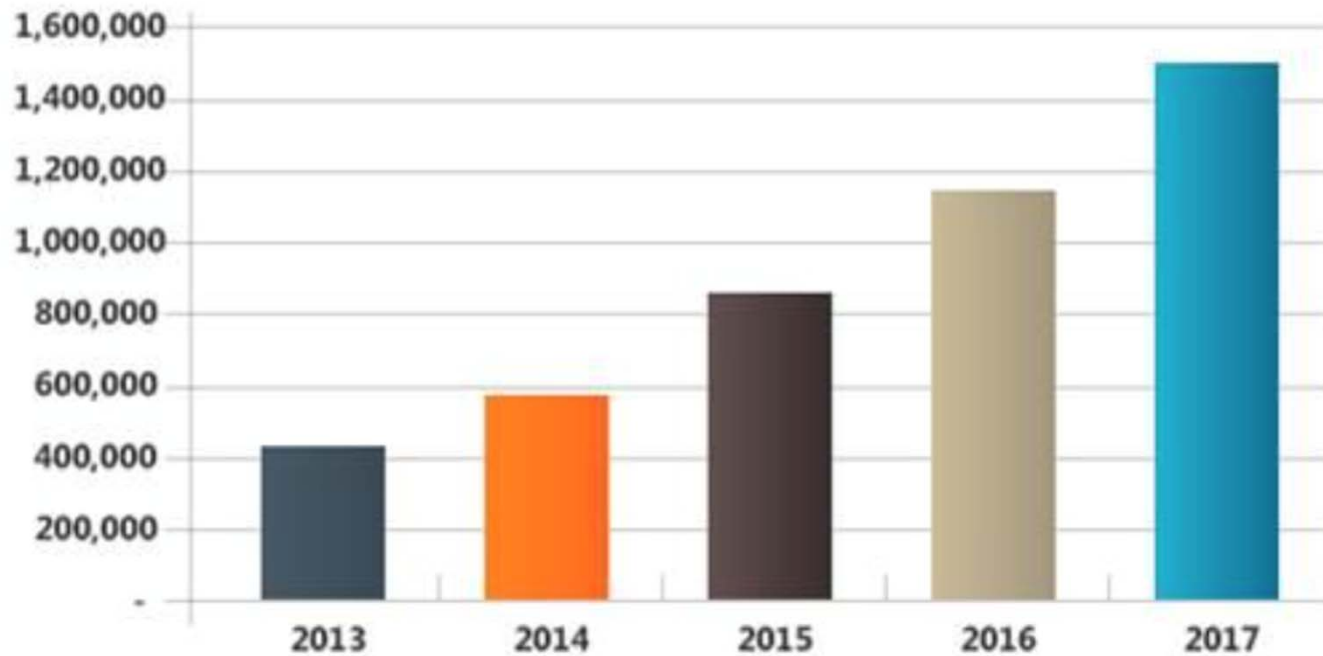


What is small cell technology?

- Small Cell networks are often used by wireless carriers to increase the 3G, 4G and Wi-Fi coverage within their network areas.
- By placing more-easily installed Small Cell technology on “street assets” such as lampposts, street signs, intersection cameras, wireless and cellular coverage can be greatly improved in areas where buildings can normally get in the way of a signal.
- With almost no new infrastructure investment required, providers can drastically improve the connectivity of their customers.
- According to a recent Cisco study, global mobile data traffic will increase nearly 11-fold between 2013 and 2018. This means carriers urgently need to increase network capacity.

What is small cell technology?

Growth in Total Mobile Data Demand, 2013-2017 (North American Only)



Source: *iGR's Global Mobile Data Forecast, 2015*

What are the benefits to the City?

- Increased data service for residents and visitors
- A new revenue stream generated from an asset that otherwise has little revenue potential
- New infrastructure provided at no cost to the City
- It is expected that over the next two years we will complete two or three additional agreements of similar structure. This will serve as a blue print.

What will it look like?



5/6/2014



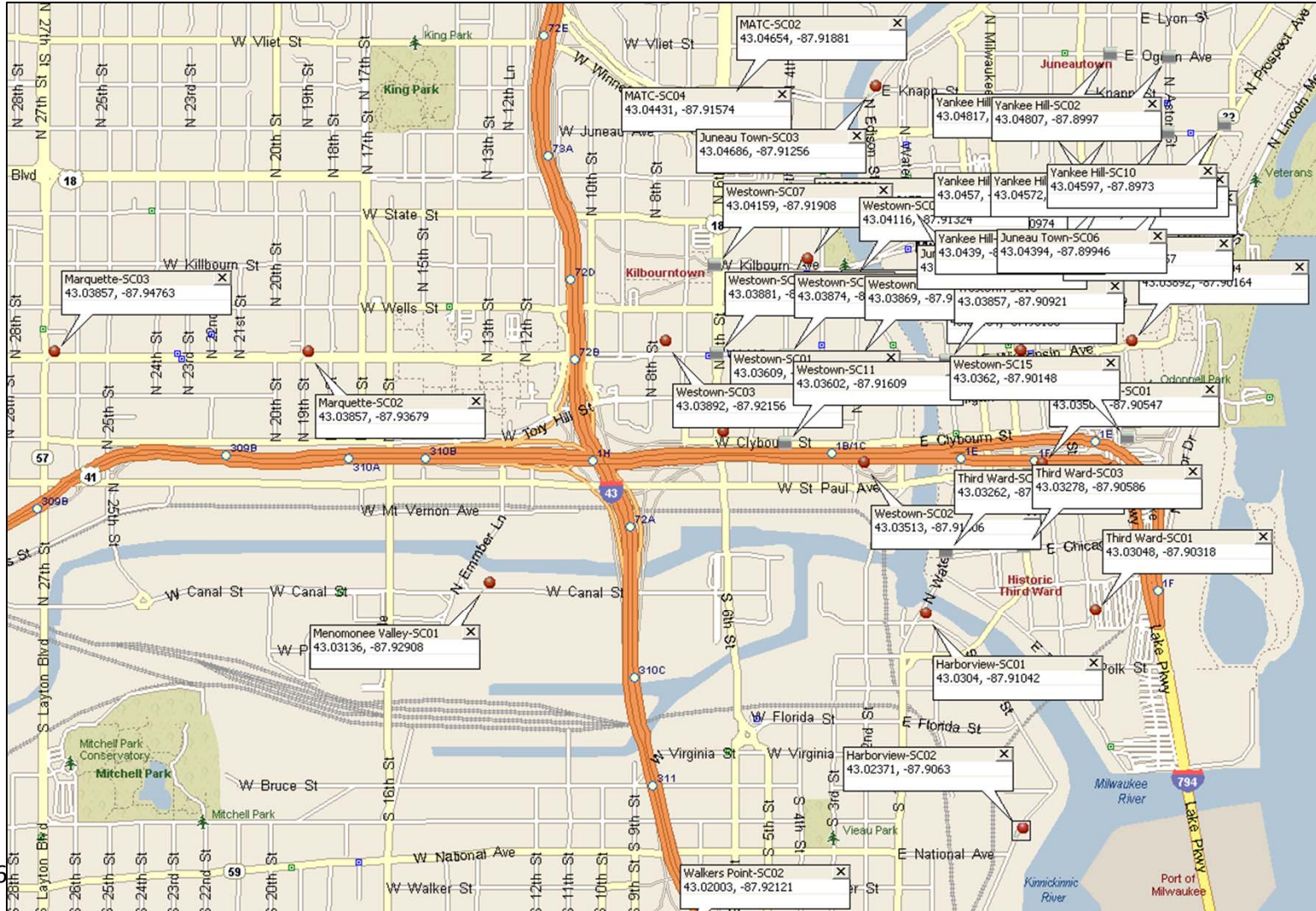
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Where will they be located?

Harambee-SC03	43.07881	-87.914
Harborview-SC01	43.0304	-87.91042
Harborview-SC02	43.023711	-87.9063
Honey Creek-SC01	43.031553	-88.009786
Jackson Park-SC01	42.99194	87.96322
Jackson Park-SC03	42.99199	-87.95664
Juneau Town-SC01	43.03508	-87.90547
Juneau Town-SC02	43.04154	-87.90185
Juneau Town-SC03	43.04686	-87.91256
Juneau Town-SC04	43.03892	-87.90164
Layton Park-SC01	43.00306	-87.95033
Marquette-SC02	43.03857	-87.936792
Marquette-SC03	43.03857	-87.94763
MATC-SC01	43.041468	-87.915503
MATC-SC02	43.046544	-87.918814
MATC-SC03	43.05275	-87.91567
MATC-SC04	43.04431	-87.91574
Menomonee Valley-SC01	43.03136	-87.92908
Milwauke Marriott-SC	43.038631	-87.906403
Switchyard-SC01	43.128286	-87.952294
Third Ward-SC01	43.03048	-87.90318
Tosa East Town-SC02	43.06811	-88.000795
Tosa East Town-SC03	43.06809	-87.99497
Walkers Point-SC02	43.02003	-87.92121
Westtown-SC01	43.03609	-87.91907

Westtown-SC02	43.035128	-87.913056
Westtown-SC03	43.038925	-87.921556
Juneau Town-SC05	43.041006	-87.909739
Juneau Town-SC06	43.043942	-87.899456
Juneau Town-SC10	43.043439	-87.910806
Juneau Town-SC11	43.043722	-87.904572
Third Ward-SC03	43.032783	-87.905856
Third Ward-SC05	43.032619	-87.909211
Westtown-SC04	43.038739	-87.916033
Westtown-SC05	43.038694	-87.913014
Westtown-SC07	43.041592	-87.919083
Westtown-SC09	43.041158	-87.913239
Westtown-SC10	43.038808	-87.919011
Westtown-SC11	43.036019	-87.916092
Westtown-SC13	43.038572	-87.909214
Westtown-SC15	43.0362	-87.901478
Westtown-SC18	43.041361	-87.904364
Yankee Hill-SC01	43.045722	-87.90475
Yankee Hill-SC02	43.048075	-87.899703
Yankee Hill-SC04	43.041164	-87.906869
Yankee Hill-SC05	43.0439	-87.902078
Yankee Hill-SC07	43.048169	-87.902203
Yankee Hill-SC08	43.045703	-87.902136
Yankee Hill-SC09	43.045722	-87.899731
Yankee Hill-SC10	43.045969	-87.897297

Where will they be located?



Summary of Contract Terms

- Term: Initial term of five years with four additional five year renewals (25 years total)
- Rent: Once the initial 51 sites are in place, monthly rent will total \$14,550 (\$150/month per pole) for an annual rent of \$91,800. The monthly rent will escalate at a 3% annual rate.
- Costs associated with new Poles: Verizon will supply and be responsible for the cost of installation of each new pole, including planning, permitting, site review, etc.
- Interference Caused by Verizon Equipment: Verizon has agreed to install equipment of the type and frequency which will not cause interference which is measurable in accordance with existing industry standards.
- Pole Movement: If the City determines that the location of a pole and Verizon's communication equipment on the pole interferes with ongoing municipal operations, the City may terminate that location upon 4 months advance notice, or upon 3 months advance notice if the location interferes with a construction project, as long as the City allows Verizon to relocate its equipment to a new site providing comparable service for Verizon's purposes.