City of Santa Clara

Outdoor Distributed Antenna System A City-Owned Network for Wireless Service Providers

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Presentation Overview

- Why City of Santa Clara
- Key Drivers for City-Owned oDAS
- oDAS Business Model
- Partnering with DAS Group Professionals Inc.
- Opportunities & Challenges
- Current Status & Future Growth



City of Santa Clara

- Full service, Charter City
 - 118,830 residents
 - \$720M Annual Budget;
 - 1,026 Employees
- Business Friendly Climate
 - Corporate Headquarters
 - Data Centers & Technology Firms
- Silicon Valley Power
 - City-owned electric utility
 - Electric, Dark Fiber & Street Lighting
 - Region's lowest utility rates
 - 1% of Electricity use in California



Santa Clara Convention Center



California's Great America



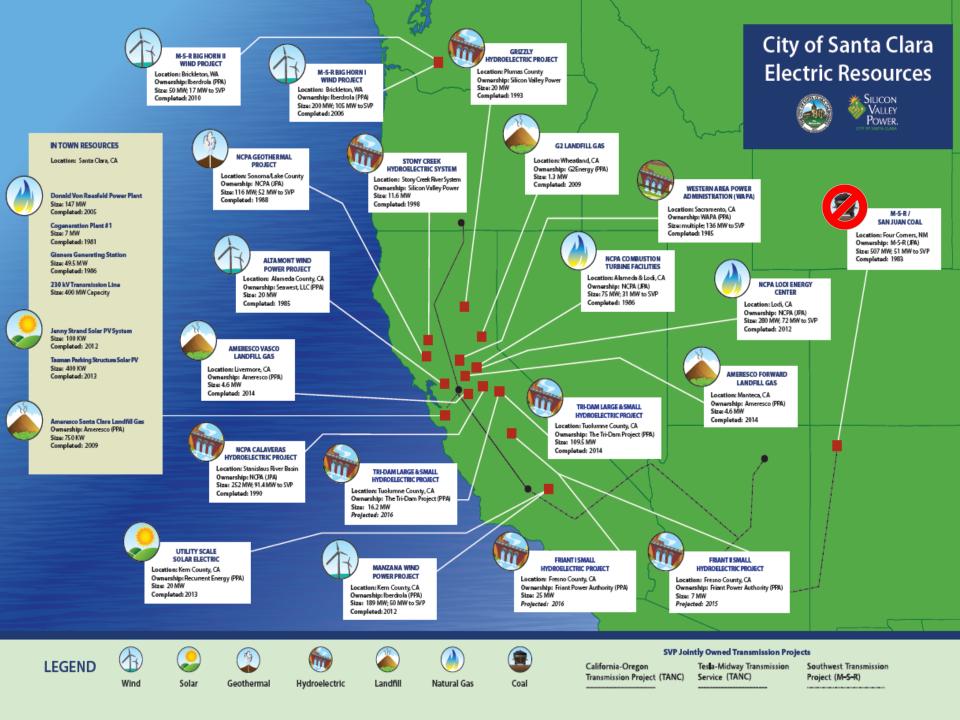
Tech Corporate Headquarters



Data Centers







Silicon Valley Power

City Infrastructure

- 10,942 Power Poles
- 106 Fiber Miles
- 8,097 Street Light Poles
- 30 miles of 60kV Power Lines
- 591 miles of 12kV Distribution Lines (64% underground)
- 53,495 Customers meters







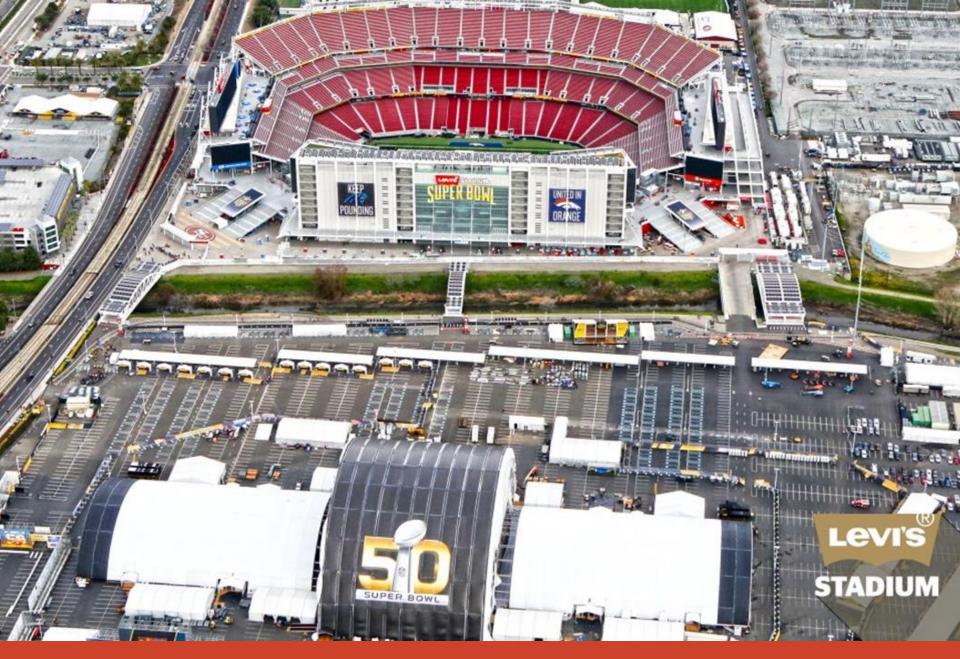
147 MW DVR Power Plant

Street Light Poles



Substations







Key Drivers for City-Owned oDAS

- Multiple carrier requests to mount large wireless communications equipment on street light poles
- Expanded Growth of City's Entertainment District
- Levi Stadium, Hotels, Restaurants, Convention Center, Stadium Offsite Parking Lots
- A Need to Accommodate Multiple Wireless Carriers to Serve the Community



Cellular on Wheels @ Super Bowl XLIX



DAS deployed at Tasman Garage (1,800 spaces)

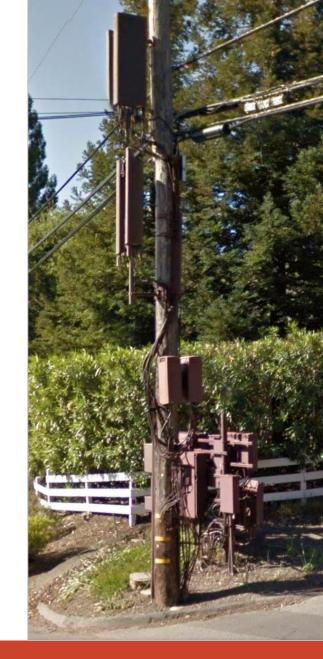


Levi's Stadium (DAS)... Offsite Parking Lots



What we saw in other cities...

- Clunky boxes on poles
- Many different shapes and sizes of wireless equipment
- Non-compliance with clearance requirements
- Pole over-loading





Access & Aesthetics

- Over-sized boxes
- Pole Inaccessible for Climbing
- Inconsistent "look"







More Examples...





Why Use oDAS?

- DAS Networks allow for smaller coverage footprints to provide more bandwidth per user
- Multiple nodes cover a broad area
- Neutral platform for all Wireless Carriers
- Leverages existing City-owned and managed SL poles, power, and fiber optic network
- Allows for a consistent look throughout Santa Clara

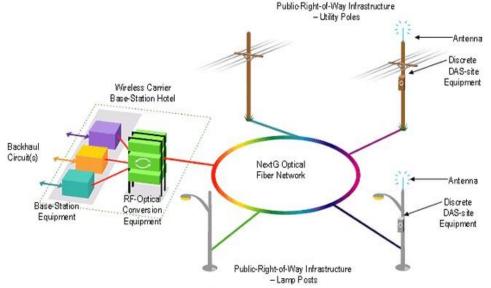


Levi's Stadium oDAS Great America Main Parking Lot



oDAS Business Model

- Santa Clara owns the system
- oDAS partner maintains head end site, wireless and pedestal equipment, and provides business services
- On-going revenue stream from lease of City assets and node application fees
- Potential to go City-wide.
- Carriers only responsible for maintaining equipment at Hub site.





oDAS Partner Selection Process

Sept. 2014 - Issued RFI for:

- Turn-key Vendor Experienced in DAS and oDAS
- Carrier negotiation and contracts
- Business Service Provider
- Locally-Based (on-site support)
- Non-Interference with
 - Public Safety
 - Metro WiFi
 - SVP's MeterConnect© (AMI)



DAS Group Professionals

- Provided comprehensive package of services
 - Turn-key Vendor / Full Service Provider
 - Experienced in DAS and ODAS
 - Headquartered Walnut Creek, CA
 - Proposed a shared revenue business model
 - New ODAS equipment on its own frequency (no interference with other networks)
- Dec 12, 2014 Award approved by City Council



DAS Group Professionals (cont.)

- Experienced in comprehensive DAS and oDAS design, development, deployment, carrier license agreements and long-term O&M
- Notable Projects include Levi's Stadium, Candlestick Park, Bay Area Rapid Transit, universities, and convention centers
- ODAS available to all wireless carriers (AT&T, Sprint, Verizon, T-Mobile and others)



Opportunities & Challenges

- Jan 2015 Started
 - New Technology and Services for Carriers
 - Tight deadline to SuperBowl 50, Feb 7, 2016
- Head End Site and 15 Nodes designed and active by 12/31/16
- Designed and developed new legal mechanisms and license agreement
- Designed and Developed oDAS-ready poles
- Considered several different designs



oDAS Node Designs Considered

Stealth Street Light Pole Design w/Foundation

- Advantages:
 - oDAS Equipment concealed inside pole
 - Accommodates banners, lights, etc.
 - Customized
 - Equipment ventilation available
- Disadvantages
 - Higher cost (34% more expensive)
 - Foundation much larger (30"-36" in diameter) than regular SLP's
 - Long term maintenance cost more specialized and expensive
 - Did not blend with existing SLPs





Design Selected

oDAS Standard SLP w/ Foundation & Pedestal

- Economical
- Accommodates up to four carriers
- SL Pole house antenna cables
- Pedestal secures power, fiber, and remote equipment
- Uniform look; blends
- Accommodates banners
- Lead time: 5 weeks

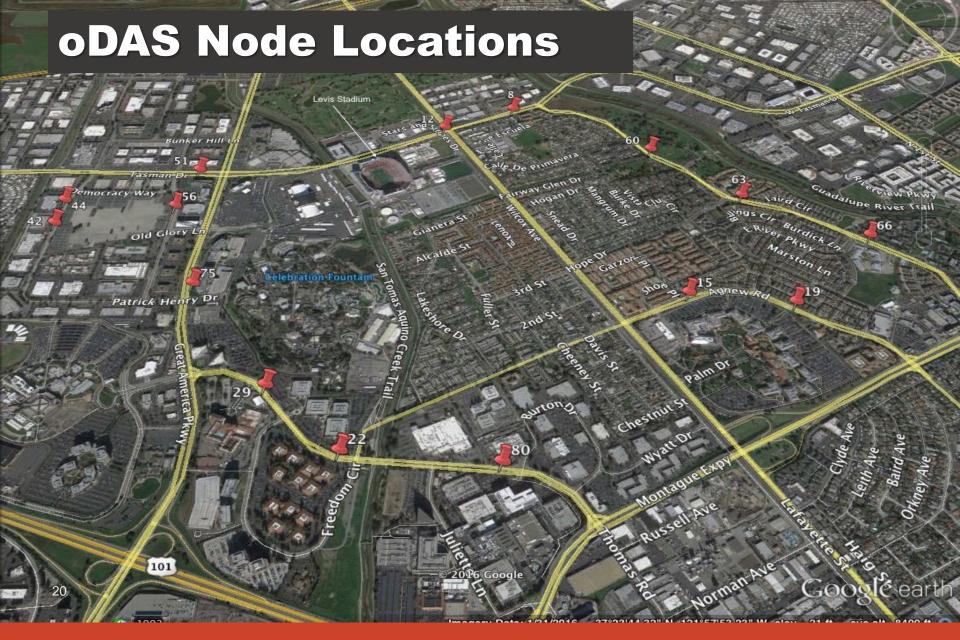














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Current Status

- oDAS Head End Site completed with room for expansion
- 15 Nodes completed
 - One wireless carrier
 - Each node has room for 3 more carriers
 - Well-located in congested areas
- Business processes in place
 - Customers being served
 - Emergency response and restoration





Future Growth

- City and DGP partnership
- Negotiating in-process with another carrier
- SVP is standardizing construction process for oDAS Node installation
 - Reviewing economics
 - Streamlining timeframe for completion
- Assessing best locations for future oDAS Nodes
- Large Commercial developments, opportunity to leverage street light replacements



Questions & Answers







