



**Maximizing Services & Protecting the Community: Meeting the 4G  
Challenge through Effective Wireless Facilities Siting**

A decorative horizontal line with a wavy, undulating shape, transitioning from a light blue on the left to a slightly darker blue on the right, positioned below the title.

Mike Fitch—President & CEO  
September 2011

# PCIA – The Wireless Infrastructure Association

- PCIA – The Wireless Infrastructure Association is the principal trade association representing the companies that make up the wireless telecommunications infrastructure industry. Our members include the carriers, infrastructure providers and professional services firms that own and manage more than 125,000 telecommunications facilities throughout the world.
- PCIA supports the infrastructure necessary to make wireless communications and information available at all times and places.
- PCIA works with all levels of government to advocate for sound public policy for the industry, educates decision makers about its needs and the importance of wireless infrastructure, and provides a forum for industry information and best practices.

# State & Local Outreach

*“Streamlining the wireless facility siting process at all levels of government is the highest PCIA objective.”*

- Education
  - We work to educate states and localities about how critical network infrastructure is to economic development, security and innovation and how they can balance their community's needs for wireless coverage and capacity with other important issues
- Resource
  - Track the development of wireless infrastructure policy throughout the country and share developments with state and local leaders and coordinate efforts to raise awareness at the state and local levels
- Encourage Innovation
  - Recommended that the FCC sponsor a Race-to-the-Top-style awards/recognition program to identify a list of jurisdictions with the best practices in terms of broadband deployment

# Explosion in Wireless Use

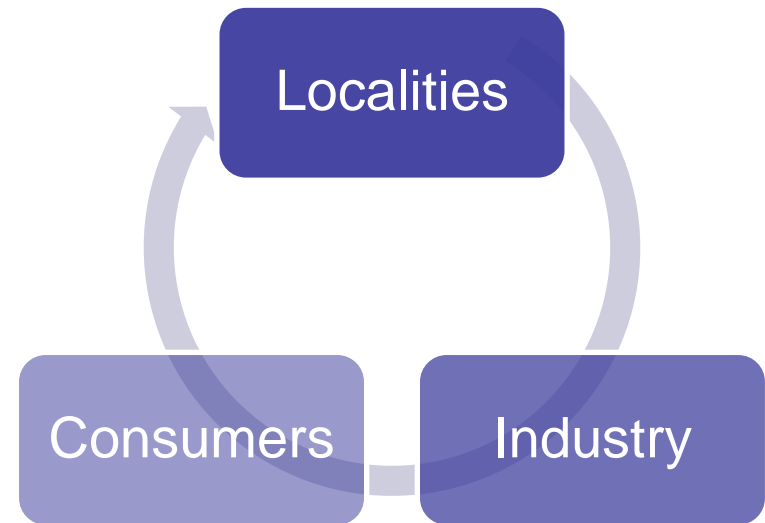
- 270 million wireless devices in America
- Wireless connectivity is integral for:
  - Public Safety
  - Economic Development
  - Social Connectivity and Civic Participation
- Users increasingly rely on wireless as their primary communications technology
  - Approximately 23.9% of adults and 27.5% of children live in wireless-only households
  - Subscriptions to mobile data services have increased by 40% in the latest six-month period of FCC reporting
  - By 2015, a majority of the world's population will use their mobile device as their primary means of accessing the Internet

# 4G Technology Requires Infrastructure Adaptation and Expansion

- Two critical elements of wireless are Infrastructure and Spectrum
- Capacity Issues
  - Mobile data traffic in the world will reach 3.6 exabytes (billion gigabytes) by 2014 with a compound annual growth of 108%. (Cisco).
  - Up to an estimated 32,000 new support structures are projected to be built in 2011; a 25% increase over 2010
- Coverage issues
  - User proximity to network elements is essential
  - Necessitates more abundant distribution of cell sites
  - Hard to serve areas
  - We need to start planning now

# Collocation is a Win/Win/Win Solution

- Localities
  - All sites continue to get local first review and approval. Save resources by avoiding redundant reviews.
- Consumers
  - Benefit from quicker buildout, greater capacity, higher speeds and improved network reliability.
- Industry
  - Apply resources to available sites without unnecessary delay and added cost.



# Questions/Resources

Mike Fitch  
President & CEO  
PCIA—The Wireless Infrastructure  
Association

[Mike.Fitch@pcia.com](mailto:Mike.Fitch@pcia.com)

Resources:

PCIA: [www.pcia.com](http://www.pcia.com)

State Wireless Associations:  
<http://www.swaprogram.net/>