



Joint Venture
SILICON VALLEY NETWORK

Wireless Communications Initiative

- ***Launched in 2010***
- ***Advocate in the Local Jurisdictions*** – Provide a strong regional voice speaking to the competitive and economic implications of a robust wireless infrastructure.
- ***Educate Public and Private Sector Stakeholders*** – Identify key stakeholders in cities and educate them on the critical issues affecting the growth of the wireless industry. Similarly, educate the wireless industry on how to partner with cities.
- ***Promote Model Ordinances/ Practices*** – Work with cities to develop best practices and guidelines for wireless technology deployment.

WCI Steering Committee

Co-Chairs:

- David Casas, Council Member, City of Los Altos
- Dr. Edwin Tasch, Chief of Neurology, Kaiser Permanente

Steering Committee Council :

- Brian Moura, Assistant City Manager, City of San Carlos
- Bruce Knopf, Director, Santa Clara County Office
- Gary Waldeck, Los Altos City Council
- Shiyama Clunie, Area Manager, Silicon Valley, AT&T
- Ellis Berns, City of Mountain View
- Lennies Guterrez, Comcast
- Bill Stephens, Director, Municipal Relations, Extenet Systems
- Randall Schwabacher, T-Mobile
- Dave Witkowski, Wireless Communications Alliance

2012 Phase II Goals

- **Support deployment of Next Generation wireless technology offering greater data bandwidth (constant 10M+/sec)**
- **Most Silicon Valley cities will have Next Generation technology by 2014 (San Jose is the only city out of 40)**
- **No dropped calls!**

Wireless Facts

- Mobile cellular has been the most rapidly adopted technology in history (ITU World Telecom).
- 5.2 billion mobile phones worldwide
- In U.S., 327.6 million wireless connections (103.9 percent penetration rate)
- Wireless applications revenue will grow to \$38 billion by 2015 from \$6 billion in 2010. (FCC)
- Almost 30% of households nationally have only wireless service.
- Approximately 300,000 calls are made each day to 911 using wireless phones.

It's Becoming Smart World

- Smartphone global shipments increased last year by 63% to over 414M units
- 62 % of those 25 to 34 years old already have smartphones. That's critical mass.
- 6.3 million subscribers of 4G LTE in the U.S. out of a total of 138.4 million smartphone users
- Smartphone shipments overtook personal computers for the first time in 2011
- Average current price of smartphone is \$135

Evolution of Wireless Bandwidth

	Year	Speed	Technology
1G	1980s	2.9-5.6 k/sec	Analog
2G	1991	56-150 k/sec	Digital
3G	2002	200K- 3M/ sec	
4G/LTE	2009	10- 100M/sec	Packet

Mobile Content Usage

	Aug 2011	Nov 2011	Pt. Change
Send text	71%	73%	2
Downloaded Apps	42%	45%	3
Used Browser	42%	44%	2
Social media	31%	33%	2
Played games	28%	30%	2
Listened to Music	21%	22%	1

• *Total U.S. Mobile Subscribers (Smartphone & Non-Smartphone) Ages 13+*
Source: comScore MobiLens

The Mobile Landscape is Changing

Feature Phones



Smart Phones
& Touch



Tablets



More



2012 Phase II Goals - Benefits

- Position Silicon Valley as wireless technology leader
- Encourage SV cities and carriers to collaborate to facilitate and expedite deployment
- Promote the development of innovative wireless applications and SV economy
- Allow residents and business to take advantage of the emerging technology (e.g. health care)

Wireless: A Silicon Valley Connection



- Apple
- Cisco
- HP
- Microsoft
- Juniper
- Netflix
- Intel
- Google
- Facebook
- Yahoo
- Skype

The Request

- Support the WCI goals:
 - Support deployment of Next Generation wireless technology
 - Most Silicon Valley cities will have Next Generation technology by 2014
 - No dropped calls!
- Co- sponsor wireless events
 - Health Care Conference
 - Wireless Symposium
 - City Staff Wireless Work Sessions

The Way Forward

- While Wall Street is being rattled by a social revolution, Silicon Valley is being transformed by another technology revolution -- one that is taking the world from connected to hyperconnected and individuals from empowered to superempowered. It is the biggest leap forward in the IT revolution since the mainframe computer was replaced by desktops and the Web. It is going to change everything about how companies and societies operate.

Thomas Friedman



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