



**Next Century Cities** commissioned independent researcher **RVA LLC** to conduct market research with the goal of determining the current deployment status of and attitudes toward small cell deployment and smart city applications. **176 surveys were completed by local government employees from a diverse array of communities.**\* Full research findings are here:

<http://nextcenturycities.org/wp-content/uploads/5Gresearch.pdf>

### **Key Findings: Small Cell Deployment**

- **Small cell deployment is already underway:** Nearly half of respondents (44%) reported small cell deployment in their community, while an additional 26% reported consideration of deployment.
- **Small cell deployment is very likely in large communities that already have fiber:** 95% of communities with a population greater than 500,000 and fiber already deployed reported deployment or consideration of small cells, while just 21% of communities with a population of under 50,000 and with no fiber activity reported small cell deployment or consideration.
- **Communities are concerned about maintaining local control and input:** Over half of respondents reported being greatly concerned about state laws (59%) and federal regulations (52%) that are passed without city input. 84% of respondents believe that state laws under consideration related to pole use for small cells are negative for their community.
- **Communities face a variety of obstacles related to small cell deployment:**
  - 58% of respondents reported complaints from citizens about deployment aesthetics
  - 42% reported complaints from citizens about safety concerns of deployments
- **\$1,200:** Median annual lease rate per pole, from communities currently leasing poles.\*\*

### **Key Findings: Smart City Technology**

- **Over half (55%) of respondents' communities are pursuing smart city solutions.**
- **Presence of fiber is key for smart city deployments:** 65% of communities with residential and/or business fiber deployed are pursuing smart city applications, while 39% of communities with no residential or business fiber are doing the same.
- **Larger communities are far more likely to deploy smart city technology:** 93% of communities with populations larger than 500,000 are pursuing smart city applications, while 29% of communities smaller than 50,000 are doing the same.
- **Citizen safety and improved quality of life are primary drivers:** Among communities deploying smart city applications, 75% said the purpose of deployment was to improve public safety, and 88% responded that improving citizens' quality of life was a very important driver for deploying smart city technology.
- **Respondents are most concerned with hacking, privacy, and digital equity:** When considering smart city deployments, communities are interested in developing cybersecurity to prevent hacking (67% of respondents), maintaining an acceptable level of citizen privacy (64%), and serving all residents equally (61%).

\* It should be noted that these communities overall display higher than average fiber deployment and community involvement in deployment.

\*\* Caution should be used due to small sample size and large variance.