



McKinney Economic Development Corporation

Wireless Technology Communication Plan

Agenda

- Goals
- Target Audiences
- Council Approved Guiding Principles
- Plan Objectives
 - Action items
- Deliverables and Timelines

Goals

1. Support the 5G Guiding Principles established by the McKinney City Council
2. Enhance presence in the community and provide consistent and transparent communication with all stakeholders about technology and infrastructure improvements.
3. Gather valuable community feedback on infrastructure technology deployments.
4. Establish an online portal for infrastructure technology information to serve as the central point for information for citizens, staff, and Council & Board members.
5. Work with the development community on planning advanced tech infrastructure into existing and future development sites.

Target Audience

Primary

Secondary

Internal

External

- Communities outside of McKinney
- Other local governments in NTX
- City government associations and organizations

- City Council
- MEDC Board
- City Staff
- MEDC Staff

- Community Groups & Organizations
- Current and Future Residents & Business Owners
- Media

Council Approved Guiding Principles

Adopted at May 21st, 2019 City Council Meeting

1. Minimize disruption of public and private property and ensure efficient use of public and private assets, as well as maintain consistency with the City's comprehensive land development plan;
2. Ensure reliable 5G services at the lowest cost to the City's residents and businesses;
3. Maximize universal access and interconnectivity;
4. Ensure maximum number and variety of 5G communications, Internet of Things (IoT) and smart city services;
5. Enhance the City's economic development programs;
6. Receive fair compensation for the use of public property and City participation;
7. Enhance or augment community and public safety services; and
8. Ensure the health and safety of residents, guests and visitors of the City of McKinney to include, but not limited to, studies of the effects on health in areas serviced by 5G communications and the radiation emitted from signals by the same.

Plan Objectives

1. Define and Launch Initial Strategic Action Plan
2. Open, Transparent, and Unbiased Research
3. Community Engagement & Input
4. Engagement with Development Community

Define & Launch Initial Strategic Action Plan



Community Engagement & Input



Open, Transparent, & Unbiased Research

No distorted impressions or false conclusions.

Internal and External access to City performed research.

Public access to source material.

No agenda-driven material or material with uncertain sources.

Engage with Development Community

Evaluate business needs and communicate initiatives.

Gather valuable business/developer feedback on City initiatives.

Develop and expand business use cases.

Evaluate MEDC property for next gen tech deployments.

Deliverables and Timeline

Deliverable	Responsible Party	Timeline
Communications Plan	MEDC	August 20 th , 2019
Wireless Consultant RFQ	Cross Functional 5G Committee	Closed August 8 th , 2019 – Will provide another update September 17 th , 2019
Research – Online Portal	MEDC, City, Consultant	October 15 th , 2019
Council Workshop	MEDC, City Manager's Office, Consultant	TBD – Pending Consultant Hiring
Community Forum	Cross Functional 5G Committee	October 15 th , 2019

Questions

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