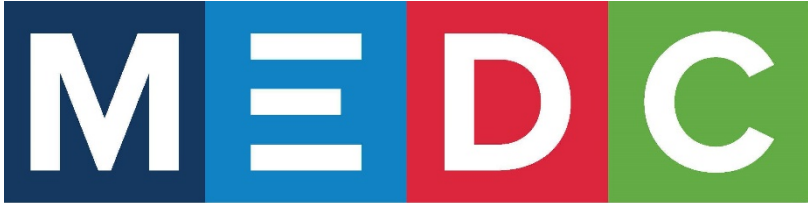


Wireless Technology Communications Plan



McKinney Economic Development Corporation

Introduction:

McKinney is unique by nature. The City is has experienced and is positioned for explosive growth in both residential and commercial developments. The population of McKinney has increased ~46.2% from 2010 to 2018 and is expected to continue to rise as we build out the remaining developable land. With access to Highway 380, US 75, and S.H. 121, McKinney is situated at the intersections of major transportation thoroughfares and is in an ideal position for the transportation of goods and services.

As technology continues to advance, the lives of our residents and business owners will change, and we all have come to expect high quality services in line with the high quality of life we experience in McKinney. The City of McKinney and the McKinney Economic Development Corporation (MEDC) recognizes that social and technological connectivity plays a crucial role in the operation and future success of the City.

A commitment of clear and transparent communication excellence on the development of not just next generation wireless technology such as 5G, Smart Cities infrastructure, and Internet of Things (Iot) but all technology initiatives is paramount to understanding citizen's priorities in respect to growth, services, and community participation.

Goals:

1. Support the 5G Guiding Principles Established by the 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 and Board members.
5. Work with the development community on planning advanced tech infrastructure into existing and future development sites.

Vision:

The City of McKinney has evolved over the past several decades into a vibrant place with a small-town feel, big city assets and a deep history of community heritage all within a picturesque north Texas landscape. As McKinney continues to grow and develop we must continue to adapt to and plan for new and future paradigm shifts in technology and infrastructure which enhance quality of life and business opportunities and communicate those changes with internal and external stakeholders.

Audiences

Primary

Internal

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

It is vital to provide clear and concise communications with those that have the closest ties to the organization and influence on the City's brand identity and strategic direction. By targeting internal stakeholders a more clear, concise, and unified message can be conveyed to those external to the organization.

External Stakeholders

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

External Stakeholders hold a significant role in shaping the direction of the municipality. Infrastructure and technology improvements have proven to be an important focus for citizens, who have been very active regarding wireless technology deployments. By implementing this communications plan, we intend to be as transparent as possible about MEDC and City of McKinney's research and the possible impacts to citizens.

Engaging current and future business owners on the deployment of various technology and infrastructure around our city is vital for maintaining and cultivating our employment base. Access to new and emerging technologies and seamless tech integration will be a part of what businesses come to expect when choosing to relocate or grow their presence. MEDC wants to ensure that our City remains competitive and fosters growth and innovation in the private sector.

Secondary

- Communities outside of McKinney including area residents who work and visit McKinney
- Other Local Governments in North Texas
- City government associations and organizations

Council Approved Guiding Principles

In June of 2019 the City Council officially adopted the following guiding principles which serve as a road map for both short and long term wireless technology development projects. MEDC and The City of McKinney staff will adhere to these principles in order to ensure that McKinney's resources are deployed appropriately and that staff guides development in a manner that is consistent with the strategic direction of the City.

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.

Communication 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

Objective #1 – Define and Launch Initial Strategic Action Plan

- Work with external consultant through the Joint City and MEDC 5G Wireless Committee on strategic action plan.
- Engage local business and technology leaders on needs and desires for enhanced current and next generation technology in the community.
- Clearly outline the path forward for developing McKinney into an early adopter of smart technology that is expected by businesses and residents around the world.
- Ensure that City of McKinney's Guiding Principles are the core foundation of implementation moving forward.
- Develop a unified message across City Organizations.

- Increase City Staff interest and awareness of wireless technology.

Objective #2 – Community Engagement & Input

- Coordinate with City and community stakeholders to develop a strategy that addresses the key aspects of wireless and smart cities technology deployment.
- Increase awareness, interest of wireless and smart city technology, and participation of community members.
- Provide clear and concise documentation that outlines the legal framework the City of McKinney has to operate within for the deployment of wireless technology.
- Produce quality communications across all platforms to adhere to municipal government best practices.
- Provide consistent and proactive updates on the City’s efforts in deploying next generation wireless technology and infrastructure.
- Gather valuable community feedback and input on wireless technology deployments and smart cities infrastructure.

Objective #3 – Open, Transparent, & Unbiased Research

- MEDC strives to create an environment free from distorted impressions and false conclusions either unintentionally or otherwise.
- Provide community members, staff, and Council & Board Members the ability to quickly access important and compelling research and documentation.
- Provide public access to Tier 1 and Tier 2 sources; peer reviewed academic publications and reports, articles, and books from credible non-academic sources. Tier 3 (newspapers or credible websites) sources will be utilized to provide updates on wireless deployments, advances in technology, and best practices.
- MEDC will actively seek to avoid publishing agenda-driven information or pieces with uncertain sources.

Objective #4 – Engage with Development Community

- Evaluate business needs and desired services and communicate City initiatives on technology development.
- Gather valuable business/developer feedback on City initiatives.

- Develop and expand business use cases for wireless technology and infrastructure deployments.
- Determine if MEDC properties and corresponding developments would be favorable for next generation technology and infrastructure deployments.

Deliverables and Timeline:

Please see attached Gantt Chart for current project milestones and timelines. The City of McKinney and MEDC is currently going through the RFQ process for an external wireless consultant that closed August 8, 2019. These deliverables and timelines are currently in place and are subject to change during the onboarding process, however, the first 120 days should remain fairly consistent with what is provided in this document.

- Full Communications Plan – **August 20, 2019**
- RFQ for wireless consultant - City Manager’s office – **07/14/2019- 8/8/2019**
 - Interview process
 - Tentative Selection of a Candidate will occur prior to September MEDC Board Meeting (09/17/2019)
- Research:
 - Work with the City on dissemination of the initial City performed research. The City’s “Hot Topic Q&As” page can provide the initial launch and could be expanded to a more robust landing page in the future. – **October 15, 2019**
- Council Workshop
 - Partner with City Manager’s Office (CMO) to provide an overview on wireless technology. Date TBD Once Consultant is on bordered.
- Community Forums – Initial Release **October 15, 2019**
 - MEDC and City/Consultant will partner on the development of a community forum format to engage with the community.
 - Schedule tentatively released prior to MEDC Board meeting scheduled for October 15, 2019 subject to change due to external consultant onboarding.

- Outlines for the first three community forums to be published **October 15, 2019**.
Sample subjects are below.
 1. Regulatory Framework the City must work within
 2. Technology – Equipment, Aesthetics, Benefits/Drawbacks
 3. Public Health & Safety

Communications Tactics

Digital Communications:

MEDC will utilize the existing partnership with the contracted marketing consultant, Centipede Digital to assist in communication with public. The dominant form of providing citizens notice of project updates, timelines, results, and public meetings are online media such as a blog, portal, or other webpage. MEDC will work with the City and Centipede Digital on the development of the online platform to disseminate information to the public.

Community Forum:

In a partnership with the City, MEDC will initiate community forums as an educational tool and as a platform to gather valuable feedback from stakeholders. These forums will be structured with a brief 15-30 minute presentation on the topic ranging from, regulations surrounding wireless technology to the aesthetics and placement of these sites. There will be ample time for a discussion and questions and answers and all stakeholder input will be considered as this is a very important topic to the community. An initial community forum schedule, outline, and topics will be provided on **October 15th, 2019**.

Conclusion

Wireless technology and smart infrastructure are becoming commonplace in cities across the country and is rapidly changing the way we all live, work, and place. The MEDC has identified these technologies as an area of opportunity for the City of McKinney, all the while supporting the Guiding Principles that City Council put in place. This plans sets forth a path to managing both internal and external communications surrounding wireless technology with an effort to be as inclusive and transparent as possible. The plan is flexible and can be adapted as changes in technology and the legal framework occur, every step along the way can be tailored to specific topics that come to the forefront of the discussion surrounding wireless technology.

MEDC Wireless Tech Communicati...

Plan Process

- Development of Draft Communications Plan
- Submit Draft to Senior Staff for Edits
- Revise Draft & Perform Final Review
- Publish Plan for August MEDC Board
- Obtain MEDC Board Feedback

City of McKinney Wireless RFQ

- City RFQ out for bid
- RFQ Closes
- Award RFQ

Deliverables

- Publish Initial Community Forum Schedule
- Design first series of Community forums - Edu...
- Work with Awarded Consultant and City on Fo...

MEDC Research

- Online Portal Opened/MEDC Research Publi...
- MEDC Research and Summaries

