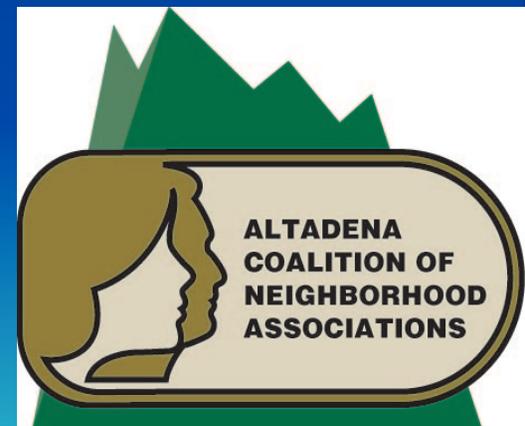


Altadena Coalition of Neighborhood Associations (ACONA)

Let's make Altadena the "best
neighborhood in LA County"!

January 24, 2012



Agenda for Tonight's Meeting

7:00 PM – 8:30 PM

- **7:00 PM – 7:05 PM Quick Introductions and Welcome**
- **7:05 PM – 7:35 PM “Let’s get better cell coverage in Altadena!”**
 - Rich Roche, External Affairs Director, AT&T.
 - Ted Tsagris, Senior Manager Development Construction, T-Mobile
 - Linda Paul, Real Estate and Zoning Manager, T-Mobile
 - Tim O'Malley, Mgr, System Performance Inland Empire Verizon Wireless
- **7:35: PM – 7:50 PM Impact of USPS Closures in Pasadena on Altadena**
 - Michael Evans, President American Postal Workers Union of California
 - Phillip M. Warlick, American Postal Workers Union of California
- **7:50: PM – 8:00 PM Altadena Shake-Out Drill**
 - Steve Reagan Block Captain New York Drive at Allen
- **8:00 PM – 8:30 PM Open discussion Q&A, and Closure on Sheriff’s Dispatch Issues**
- **8:30 PM Meeting end and room cleanup**



Your ACONA Team

- Elliot Gold
- Nina Ehlig
- Melody Comfort-
- Sandy DeJardin-
- Sussy Nemer
- Holly Rundberg
- Carlotta Martin
- Dale Comfort
- Dick Smoak
- Tanganica Turner



7:05 PM – 7:35 PM

How do we get better cellular coverage in Altadena?

Rich Roche, External Affairs Director, AT&T

Tim O'Malley, Mgr, System Performance Inland Empire
Verizon Wireless

Ted Tsagris, Sr. Manager Development Construction
T-Mobile

Linda Paul, Real Estate and Zoning Manage, T-Mobile



Cell Sites: Building a 21st Century Infrastructure

Rich Roche
External Affairs Director, AT&T



Contact Information

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Director – External Affairs, AT&T

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Rich Roche

Director – External Affairs, AT&T

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Phone: 626 585-3542

What it Takes to Get a Good Signal

**Tim O'Malley, Mgr, System Performance
Inland Empire Verizon Wireless**

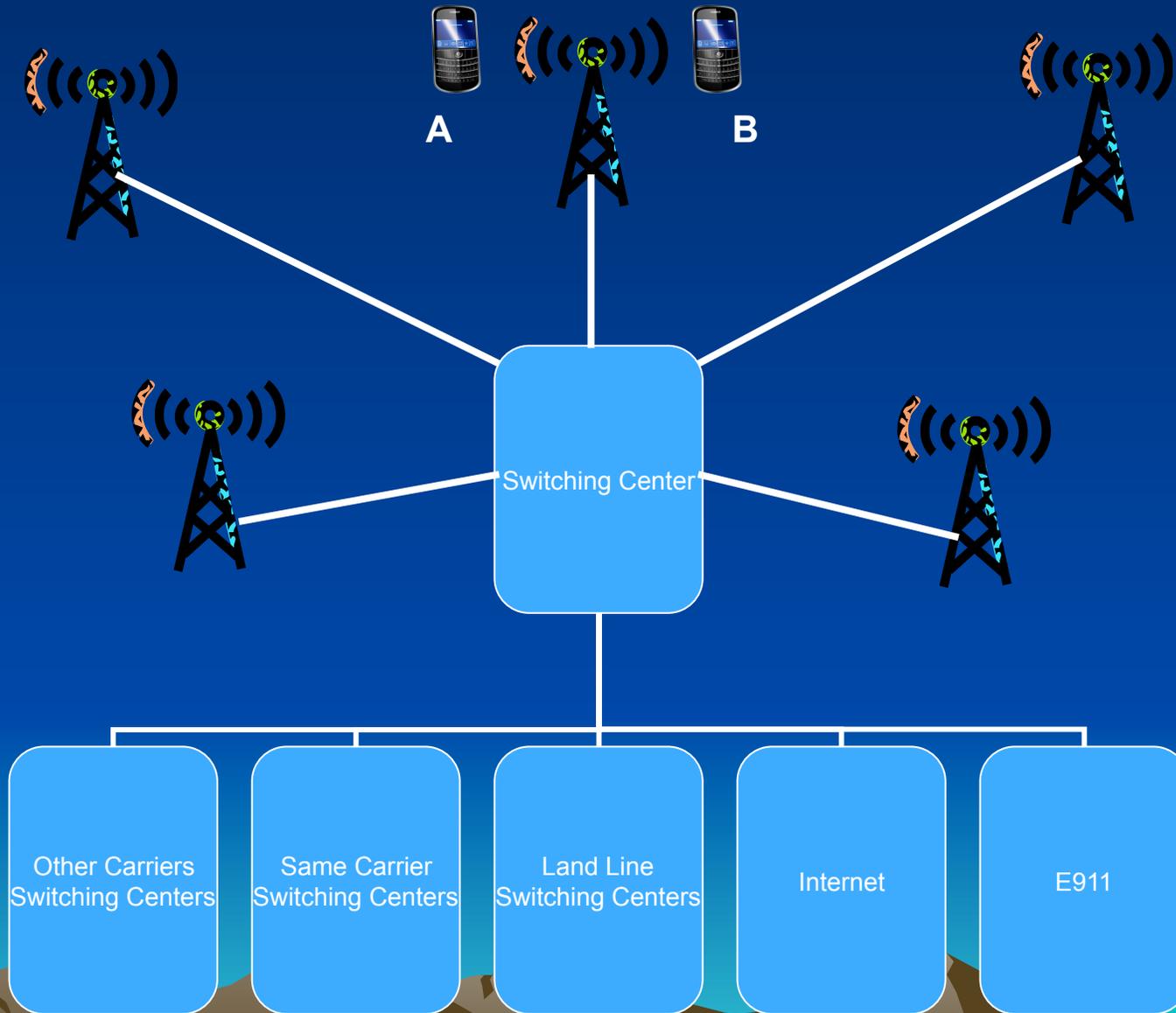


Good Cellular Coverage

- How It All Works
- Benefits To Your Community
- What it Takes

How it All Works

Cellular Network Diagram



How It All Works

Definition of Good Signal



- 1) Cell site transmission out to mobile device has adequate signal strength at mobile end
- 2) Mobile device transmission back to cell site has adequate signal strength at cell site
- 3) Equipped with enough capacity to handle demands

How It All Works

Location, Location, Location

- For mature cellular networks, new cell site location is critical
- The goal is to place a cell site within the desired coverage area with the appropriate antenna height to cover the desired area
- Residential customers continue to disconnect wire line services, using wireless as only source for voice and data
- Consumer expectation is everywhere, any time, good service.

How It All Works

Signal Attenuation

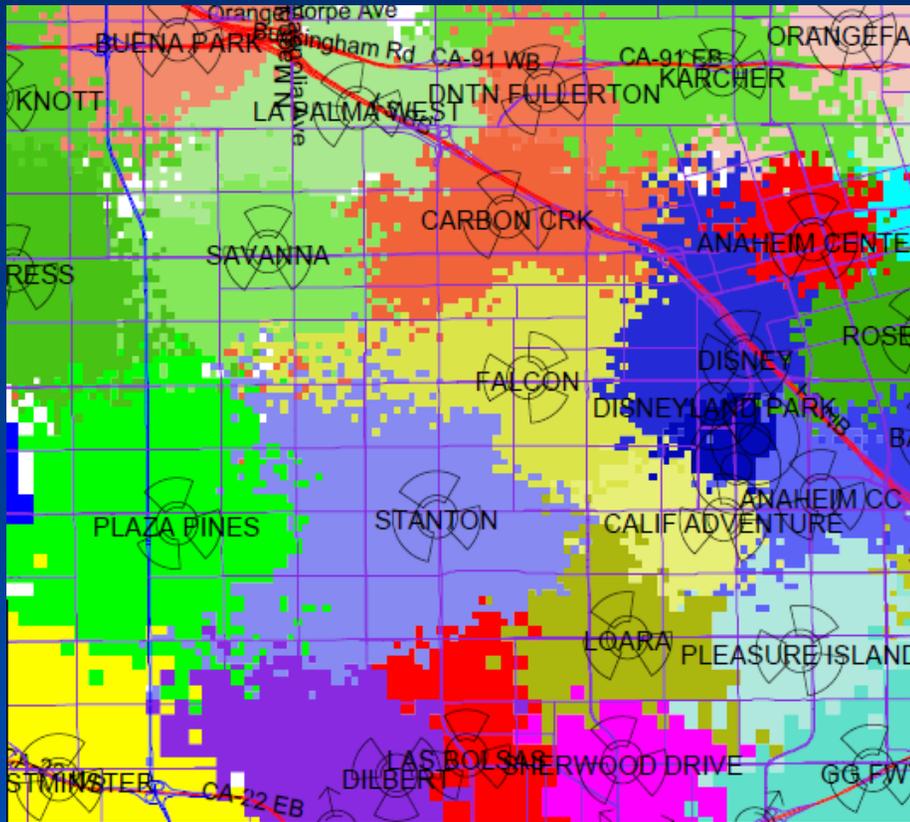


Cell site signal attenuates rapidly as it travels thru the air

- Trees, building, and homes all further attenuate the signal as it propagates along. Referred to as clutter by RF Engineers
- 35 foot antenna height severely limits signal due to clutter effect
- Hills and mountains completely stop the signal
- Cell sites on mountain tops quickly exhaust all spectrum and become a poor performing source of blocked calls and dropped calls.
- Capacity of a cell site is limited and new cell sites are located to share the calls.
 - Referred to as Hot Spot location

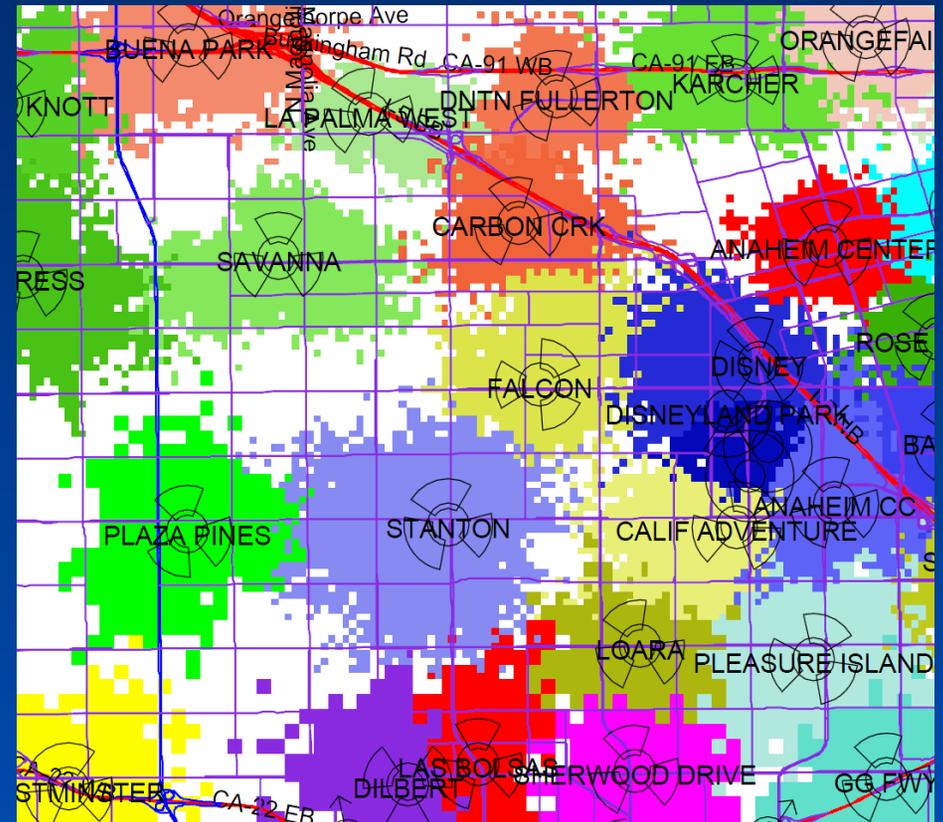
Importance of Antenna Height

Cell Site Antenna Height 70 feet



Good Signal
Good Overlap
In Building Penetration

Cell Site Antenna Height 35 feet



Poor Signal
Poor or No Overlap
Access Failures in White Areas
Dropped Calls in White Areas
Less In Building Penetration

Benefits



Public Safety

- Many public safety agencies, fire, police, and sheriff, use service from wireless providers to supplement communication in their vehicles; both voice and data, phones and laptops.
- Wireless 911 calls in a good coverage area include the latitude and longitude of the callers location, automatic when dialing 911
- The lat and long of a 911 call are passed to the answering PSAP for map display, within a few meters of the callers location, along with the address of the cell site and the callers number

Benefits

Data Services

- Data means texting, email, sharing photos, watching video, browse the web, downloading apps, social networking, listening to music, games
- Wireless service providers are seeing an explosion of data growth
- New technologies are here that offer even faster speeds and less delay meaning even more data applications are available
- New wireless data technologies allows competition directly with DSL, cable, and fiber for internet access in communities.
- More choice for the consumer
- High speed data with mobility



Benefits

- It's Good For The Economy
- Business relies on good communication services
- Many small businesses use their cell phone number as sole contact for their customers
- Missed calls, missed opportunities





What it Takes



- It takes city planners, wireless service providers and local communities working together to meet communication expectations
- Advances in antenna technology and smaller cell site equipment means service providers can propose less obtrusive cell site designs
- City Planners can reserve areas in new developments to locate cell sites
- Local residents can all share in the benefits of good cellular coverage

Conclusion

- Good cellular coverage benefits your community
- Benefits include public safety and data choices for consumer
- Cell Sites are the front end into a vast local and world wide communication network
- It takes cooperation from city planners, wireless service providers and local community to make it happen



Cell Site Selection Process

Linda Paul, Real Estate and Zoning Manager, T-Mobile

Ted Tsagris, Sr. Manager Development Construction, T-Mobile

When New Cell Sites Are Needed



The site selection process is complex, requiring the expertise of many professionals to determine the most practical and feasible location for a site.

How Cell Sites Are Selected

Once its been determined a new cell site is needed in an area to provide reliable coverage and handle call volume, an examination of the area is conducted

Scientific analysis: RF Engineers identify which location offers the best technical solution to address coverage gaps and wireless service needs

Zoning and permitting: Zoning specialists ensure that all local zoning, permitting and building codes, plus all state and federal regulations, can be complied with at a location. Typically requires a Conditional Use Permit with a noticed public hearing process

Real estate: Site acquisition specialists look for viable leasing arrangements, such as an amenable landlord and round-the-clock site access for technicians, and suitable space for our equipment

Permitting and construction:

Construction managers ensure that the proposed site can be constructed safely and will meet all municipal building codes and safety standards. Once permits have been issued by all local, state and federal agencies, the facility is built, staying in close contact with the landlord and local building department through the construction process



ACONA's Questions

- If I have cellular service with one provider, and the tower is put up by another carrier, does it give me a stronger signal?
- Do Verizon Wireless, AT&T and T-Mobile work with each other to share the same towers that are installed?
- How high do the towers have to be?
- Do the towers have to be on public land?
- Can the towers be placed on private land, such as the property of a land owner in Altadena who has plenty of space?
- If a tower is planned to be erected on private property, does there have to be hearings or approvals, etc.?
- Can a tower be placed on school property? What about Edison School campus [Palm St. off Glenrose] or Loma Alta [Loma Alta Drive]?
- Can you address health and radiation concerns?
- Most importantly, how close does a tower have to be to my home or business to get strong service?



Impact of USPS Closures in Pasadena on Altadena

7:35: PM – 7:50 PM

- **Michael Evans, President American
Postal Workers Union of California**
 - **Phillip M. Warlick, American Postal
Workers Union of California**



But first-

A Statement from the USPS

“Unfortunately, we are not able to send a Postal Service representative to your meeting on the 24th. However, I can tell you that there are no current plans to close the Altadena Post Office. The confusion may be a result of our proposal to move the Altadena "Mail Carriers" to another neighboring facility, this will allow us to eliminate the need to lease parking lot space behind the facility. Services such as PO Boxes, and the Retail lobby will remain at the current location. These changes should be transparent to Altadena residents. When the current building lease expires (in a little under 10 years), our plan would be to look for a smaller facility in the immediate vicinity to relocate Retail Services and PO Boxes.”

“Thank you for interest in the US Postal Service.”

Theresa Salvador | Manager, Consumer & Industry Contact | 661 775-6642



USPS Closures- Impact on Altadena



Altadena Shake-Out Drill

7:35: PM – 8:00 PM

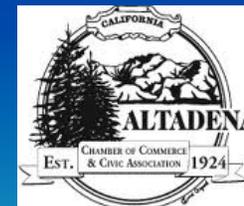
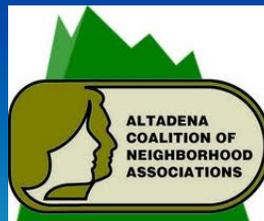
Steve Reagan Block Captain

New York Drive at Allen



Altadena Shake-out Drill

Plan and Practice to Communicate and Coordinate



Begin the Dialogue – Develop a Plan

- Convene a coordinating Committee
- Prove a communications model!
- Define a Hierarchy of Responsibility
 - Adults = Family, Children, Elderly, Pets, home
 - Watch = Neighbors property, Block Status, Report
 - Sheriff & Fire – Command & Control, Commercial Property, Healthcare, Ingress/Egress, Priorities, Resources, Distribution and Delivery
- Identify the Gaps – Coverage, Education, Training
- Fill the Gaps, Train, Practice & Drill



Practice & Drill

- Drill every year to improve and recruit.
- Practice the superset to support the subset.
- 10% can Protect the 90%
- Hierarchy of Communications & Responsibility
 - Families support home & Neighbors who in turn
 - Supports CERT Teams for Triage, Treatment, Status
 - Supports Sheriff & Fire for Information, Resources, transport, care, and safety
 - Supports Cal EMA and FEMA for Coordination and Resources.



Questions & Concerns

- Is this Jurisdictionally Possible??
- Has this already been accomplished??
- Are we ready for a 7.5 Shake Out?
- On your street do you know who/where:
 - HAM Operator, Walkie-talkies, Short Wave
 - Generators, Tents, Swimming Pools, Sanitation, Tools, Trash Collection, Water/Ice, Propane, etc.
 - CERT, First Aid, Para Medics, Nurses, Counselors
 - Carpenters, Plumbers, Electricians, Nerds



QUESTIONS?



8:00 PM – 8:30 PM ACONA Open Discussion & Q&A

- Closure on Sheriff's Dispatch Issues
- Open discussion and topics to cover at subsequent ACONA meetings
- Next ACONA meeting in March 2012
- ACONA Online Survey (you will get an e-mail if we have your e-mail address)



Room Cleanup

