
Hillsborough Wireless Community Meetings Review

— City Council Study Session —
January 7, 2019

Community Engagement Process

- In response to the FCC Small Cell Order the Town has made engaging community members a top priority
 - Town contracted Common Knowledge and PCRC to support with community engagement and facilitation processes
 - Engagement efforts have focused on:
 - Developing a shared understanding
 - Creating open dialogue
 - Encouraging resident input
 - Identifying preferences
 - Improving communication
-

11/28/18 Community Meeting

Learning Objectives

- Build shared understanding about what's happening and where we are in the process
 - Increase awareness of proposed changes to FCC regulations and the broader local-federal regulatory landscape (Cities throughout the U.S. are dealing with this issue, not just Hillsborough)
 - Describe potential impacts on the Hillsborough community
 - Broaden understanding of all the work that has been done to date, including existing Town wireless standards and how these standards reflect community values and concerns
 - Invite additional input and feedback; identify values and principles that can guide the community's work moving forward
 - Build capacity for future engagement; ensure community members understand the path ahead
-

11/28/18 Community Meeting

Meeting Structure- Mix of content presentations and facilitated discussions

- Introduction and Welcome
 - Presentation #1: *New Standards for “Small Cells”*
 - Table Discussion #1: *Concerns, Questions, Working Together*
 - Presentation #2: *Goals, Guiding Principles, and Current Regulations*
 - Table Discussion #2: *Reactions, What’s Missing, Prioritization*
-

11/28/18 Community Meeting

Key Feedback Received

- Safety and potential risks associated with small cell development are at the forefront of many people's minds
 - Aesthetics are a key value in Hillsborough, with many residents citing the Town's visual environment and character
 - Cell service throughout the Town can be improved and there is an opportunity to capitalize on this challenge
 - Additional community engagement and input are needed as this process moves forward
-

12/13/18 Community Meeting

Learning Objectives

- Provide status updates related to the FCC's small cell order
 - Review themes and common concerns from Nov. 28
 - Share additional background information about wireless technology and the wireless regulatory landscape
 - Gather community input on potential aesthetic/design options through the use of interactive stations
 - Provide clear information about the next steps the Town will be taking in December, January and beyond and how people can stay informed and engaged at different levels of policy detail
-

12/13/18 Community Meeting

Meeting Structure

- Interactive Stations
 - Informational Stations (1-3):
 - FCC Ruling & Town Timeline
 - Aesthetics & Wireless Safety Regulations
 - What is a small cell?
 - Feedback Stations
 - Mounting Options
 - Pole and Camouflage Options
 - Location Options
 - Additional Questions Station
-

12/13/18 Community Meeting

Key Feedback Received

- Residents expressed a strong desire to minimize the aesthetic impact of wireless facilities
 - The location preference in the Town's current wireless code provide a good starting point as wireless policies are updated
 - Concerns about safety and potential risks of wireless facilities influence preference about locations
 - Cell service throughout the Town can be improved and is a safety concern
 - Community members desire accurate, up-to-date information and continued engagement as this process moves forward
-

Other Takeaways

- Community members have many concerns
 - Property values
 - Changing Town character
 - Expanded infrastructure
 - Community members have other hopes regarding the process
 - Collaboration with other cities and areas
 - See additional collaboration with residents and their skills
 - Increased cell coverage and acknowledgement that coverage is an issue
 - Additional steps taken to fight the FCC's Small Cell Order
-

Areas to Highlight

- New community members were reached with updates and opportunities for input
 - Created new spaces for continued connection with community members
 - New, accessible content was produced and disseminated to the community
 - Broad agreement on the Town's current wireless Guiding Principles
 - The Town's aboveground wireless location preferences were validated
 - The community engagement process is ongoing, with additional community meetings and connections to occur in future months
-