



**Pennsylvania e-Commerce Association
Testimony before the House Consumer Affairs Committee in Support of HB 2564
August 9, 2018**

Chairman Godshall, Members of the Committee:

The PA e-Commerce Association appreciates the opportunity to share this testimony in support of House Bill 2564.

Even an untrained eye can see our society is increasing its reliance on digital technology. Not only are we on our computers more than ever before, but we're seeing more and more digital users go mobile. As these trends continue, we should recognize the smartphones and tablets so many people rely on also need strong wireless infrastructure behind them.

Today, we are all familiar with an iPhone, Android or smartphone of some sort. But, just a little over 10 years ago, this technology was completely unfamiliar to us. In fact, since Apple launched its first iPhone in 2007, we've experienced more technological changes and advances than many of us probably thought possible. The tremendous innovation we've witnessed continues to skyrocket, as staying digitally connected continues to permeate nearly every aspect of daily life.

In the last decade, we've also seen troves of new apps and services come onto the marketplace. Consumers of all demographics are using their mobile devices more than ever to talk, text, email, surf the web, post to social media, and much more. As the call for wireless technology continues to increase, so does the need for updating our wireless infrastructure.

A major step carriers can take to update and enhance their wireless infrastructure is the deployment of small cells in our communities. Small cells are compact, unobtrusive wireless technology fitted on everyday fixtures, like traffic lights, exterior walls, and utility poles. Small cells help improve service by complementing more traditional cell towers by "densifying" and alleviating pressure on existing wireless networks. By bringing small cells to Pennsylvania, internet users in our communities can benefit from faster download speeds, improved call quality and a better overall wireless experience.

We've also seen how this technology will help stimulate growth in our communities. Small cells provide consumers and businesses with a more accessible internet by increasing capacity in overcrowded areas, meaning mobile users can access what they want, faster.

Advanced tax and regulatory policies, such as small cell legislation, can also spur innovation and pave the way for the future, such as 5G, the Internet of Things, and Smart Cities. Equipping our cities and states with this technology is dependent upon the adoption of modern, streamlined policies.

Page 2...Pennsylvania e-Commerce Association Testimony in Support of HB 2564

With small cell legislation in place, wireless providers can more easily deploy small cells throughout Pennsylvania's communities, allowing our businesses, consumers and cities to benefit. With improved access to the internet:

- Small businesses in particular can grow their customer base, expand their reach, and potentially increase their revenue.
- Students can access a wealth of online resources from anywhere and take distance-learning classes to further their education.
- Patients can connect to doctors from all over the world using videoconferencing apps on their tablets or cell phones, making healthcare more accessible than ever.

And, these same benefits can be extended to our cities and local governments. According to data released by Accenture, smart cities and 5G investments – which are made possible by small cells – are estimated to bring \$183 million in GDP growth and create more than 1,000 jobs in Allentown alone. In Reading, Pennsylvania, these investments are expected to create more than \$133 million in GDP growth and bring in more than 800 jobs. These substantial increases will invigorate our communities, can bring much-needed resources to our cities, and should not be overlooked.

When wireless carriers are seeking to enhance their networks, they consider whether cities and states have streamlined permitting processes and regulatory environments that encourage investment. That is why it is important for Pennsylvania to implement statewide small cell legislation that will establish a consistent, standardized permitting process for wireless carriers to bring this technology to our communities. Enacting statewide legislation will encourage our wireless providers to invest in our state, rather than looking to other states that already have this legislation in place.

That is why we believe Pennsylvania should modernize our laws to encourage investment from wireless providers. Small cells will help our wireless networks keep up with the demand our communities are already placing on them, and it will prepare our state for future technology. With statewide small cell legislation in place, we can ensure Pennsylvania is better positioned for an innovative future.

That is why the PA e-Commerce Association Supports HB 2564.

Thank you for your time.

Mary Jo Shaub
Executive Director
P.O. Box 1146
Harrisburg, PA 17108-1146
www.paecommerce.com