

Issues Management

PrimeCo

Challenge: To facilitate local government approvals to build and launch the first digital PCS network in Wisconsin.

Target: Local government and PrimeCo employees.

Solution: Bottom Line compiled a zoning and political database on nearly 100 communities throughout southern Wisconsin, including interviews with key individuals in each community. These reports included a summary analysis of the zoning and political environments in each community, local attitudes about development and telecommunications facilities, experience with other telecommunications providers, tower site preferences and local insight on possible alternative sites. The reports also included other local issues and information that affected the company's ability to permit facilities promptly, copies of all relevant zoning ordinances, conditional use permit and re-zoning applications and fee schedules. In addition, the reports included the approval process and meeting schedules of the relevant governing and decision-making bodies and the addresses and telephone numbers of the staff and members of the appropriate governing bodies. In more than a dozen communities, we helped PrimeCo draft sitting guidelines and ordinances that struck a creative balance between the local government's rights and responsibilities and those of the telecommunications providers. We also assisted PrimeCo in creating and maintaining relationships with governmental officials throughout southeast Wisconsin.

Outcome: With greater understanding and cooperation from local officials, there were few delays from zoning surprises or political problems. PrimeCo also developed a reputation as a good resource on zoning issues related to telecommunications facilities. PrimeCo became the first company to launch the new digital telecommunications services in Wisconsin, beating competitors by six months or more. The zoning and political reports continued to serve PrimeCo well when the company went back to these same local governments seeking approvals for new capacity sites.