

LinkNYC

Link5G Overview

Presented by

CityBridge, in partnership with the Office of Technology and Innovation

Why 5G?

New Yorkers Need Better Service

NYC residents in Digital Deserts are **44%** more likely to use their cellular device as their primary method to connect to the Internet while at home.

Digital Desert residents are far more likely to rely on free public Wi-Fi or their mobile data service to supplement or replace home internet service, **but lack affordable and reliable access to both.**

- Of respondents that had no home internet, **29%** reported it is too expensive and **21%** reported there is no in-home Internet provider available to them.

	Digital Deserts	Non-Digital Deserts
Use cellular data at home	35% ↑	25%
Use Free Public Wi-Fi at Least a Few Times per Month	42% ↑	32%
Have had at least one dropped call	48% ↑	37%
Have run out of data at least one time	58% ↑	39%

Arrows ↑↓ indicate significant differences between Digital Desert and Non-Digital Desert Zips at the 95% confidence level

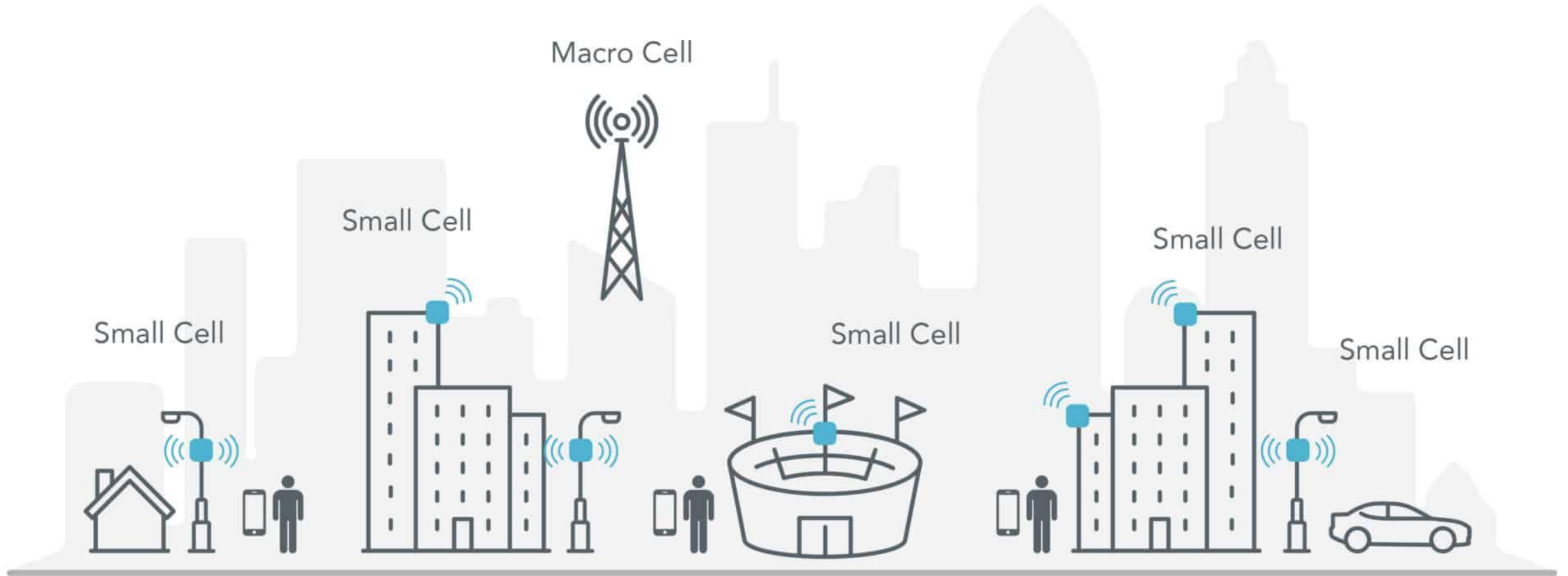
A staggering 65% of NYCHA residents reported having dropped calls at least once per month.

Only 25% of Digital Desert residents report being satisfied with their Mobile Provider.

63% of NYCHA residents use Free Public Wi-Fi at least a few times per month, and

13% rely exclusively on mobile data for internet at home.

More Radios to Provide More Data



What is Link5G?

Introducing Link5G



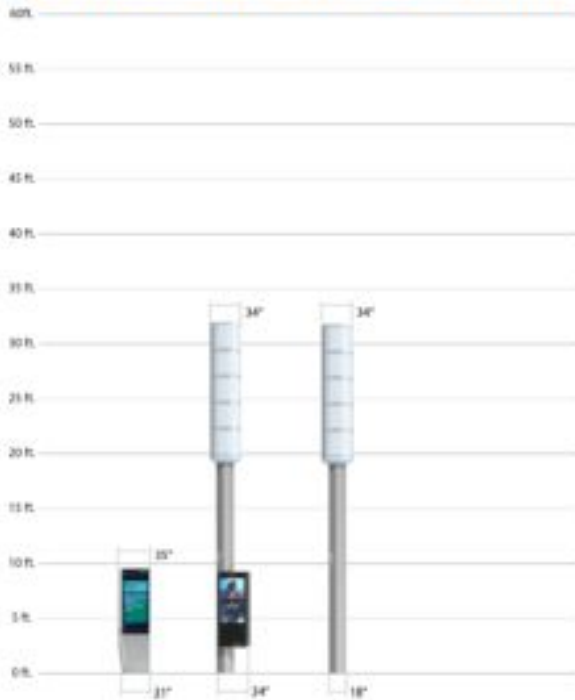
Introducing Link5G

Consistent look
and feel with
existing kiosks



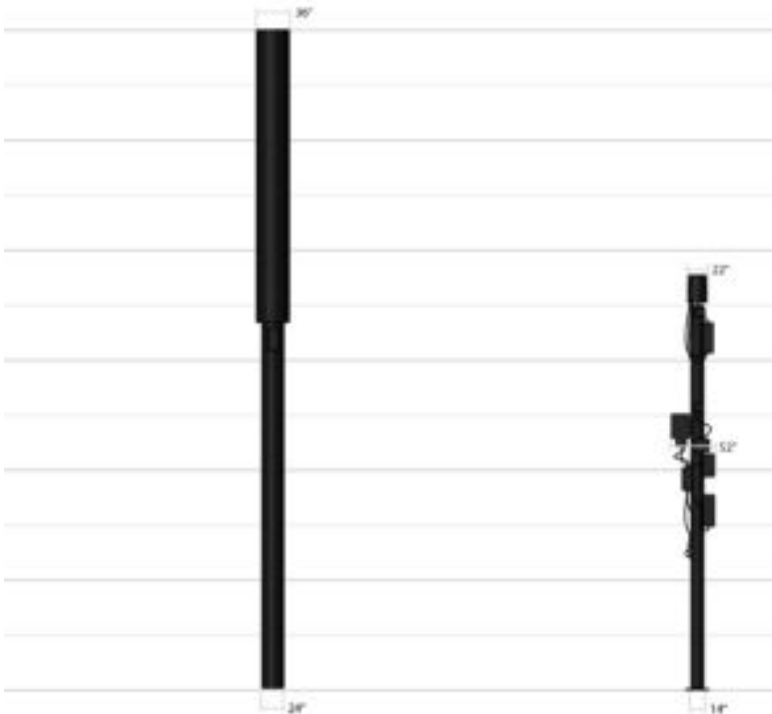
Link5G versus Other Multi-Tenant 5G Street Furniture

Link5G vs. Other 5G Street Furniture



Location	Link NYC / Link 5G New York City
Maximum No. of Carriers W/ 5G	4 Carriers
Other Tech Features	Free Wi-Fi, National Calling, etc.

* Technology estimates are based upon publicly available data.
 ** Exposed radios means that each carrier site has different visual presentation.

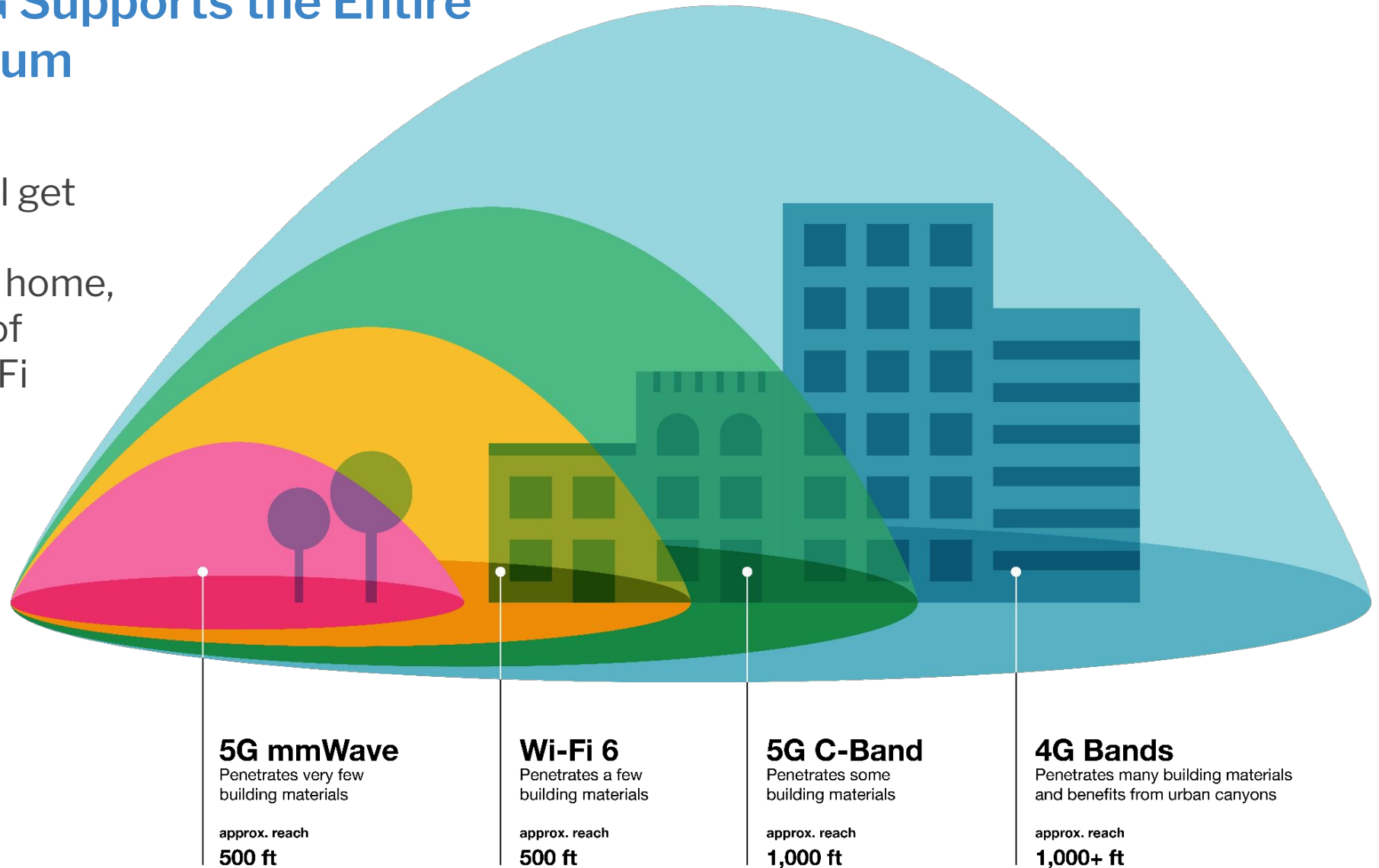


New Jersey***	Las Vegas
3 Carriers	1 Carrier
Nothing	Nothing

***structure is 60' - 80' tall

Design: Link5G Supports the Entire Cellular Spectrum

Link5G means you'll get reliable high-speed cellular coverage at home, super-fast outside of your home, and Wi-Fi in and outside of home.



New Yorkers Support Link5G

88% of all New Yorkers are supportive of Link5G “coming to [their] neighborhood”.

% Somewhat, Very, Extremely	Digital Deserts N=889	Non-Digital Deserts N=414
Total NY	90% ↑	85%
<\$35K Income	90%	85%
NYCHA	97%	91%

64% of residents in Digital Deserts are “very” or “extremely” supportive of Link5G “coming to [their] neighborhood”.

	Digital Deserts N=889	Non-Digital Deserts N=414
Extremely supportive	36% ↑	21%
Very supportive	28%	31%

77% of NYCHA residents were “very” or “extremely” supportive.

Source: GfK Independent survey of 1,303 New Yorkers



Link5G in NYC

The First Link5G

Morris Heights, Bronx



Where are Link5G proposed in CB8?

Link5G Site Restrictions

1

No Advertising Screens in Residence Zones

To reduce the impact of digital screens in Residence Zones, Link5Gs with advertising screens are prohibited. Advertising is only permitted in commercial or manufacturing zoning districts.

2

Streetscape Preservation

No more than one Link5G may be installed on each block and only on one side of the street per block.

Each Link5G must be installed at least 200 feet from another Link5G.

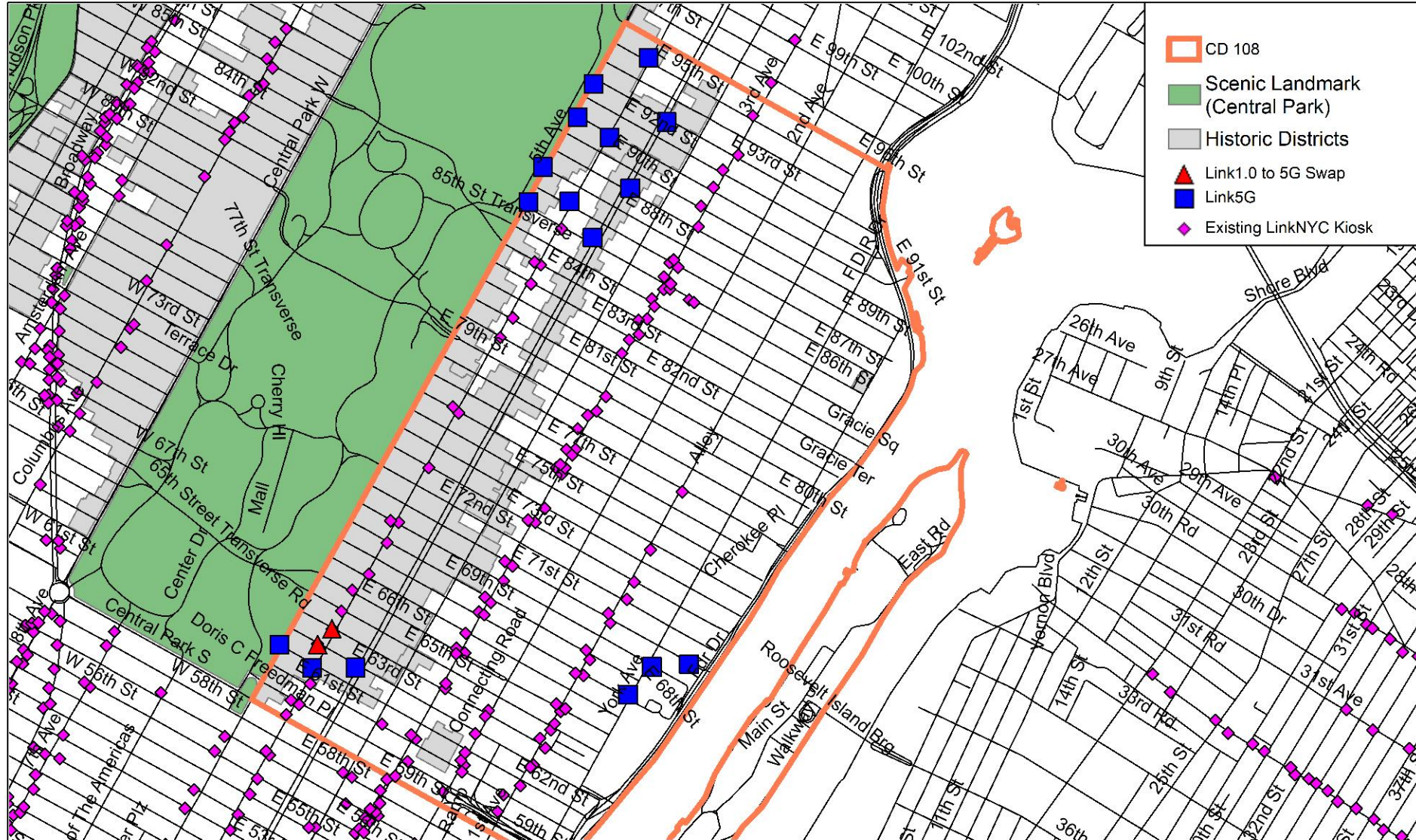
3

Additional Required Approvals

Link5G deployments in or adjacent to parks require the approval of the Parks Department

Link5G in historic districts require the approval of the Landmarks Preservation Committee

Link5G Candidates - CD 108



Link5G Candidates - CD 108

Site ID	Lat	Long	Address	Historic District	Kiosk Type
MN-08-119916	40.7816695	-73.9583376	1190 MADISON AVENUE	N/A	Link5G_Ad
MN-08-119917	40.7816476	-73.9602398	1050 5 AVENUE	Expanded Carnegie Hill Historic District	Link5G_NonAd
MN-08-119918	40.78287	-73.9595634	1000 5 AVENUE	Central Park	Link5G_NonAd
MN-08-119925	40.783899	-73.9564811	46 EAST 91 STREET	Expanded Carnegie Hill Historic District	Link5G_Ad
MN-08-119930	40.7804076	-73.95727	1040 PARK AVENUE	Park Avenue Historic District	Link5G_NonAd
MN-08-119932	40.7866882	-73.9546826	1354 MADISON AVENUE	Expanded Carnegie Hill Historic District	Link5G_Ad
MN-08-121861	40.7661935	-73.9699764	24 EAST 63 STREET	Upper East Side Historic District	Link5G_Ad Swap
MN-08-121978	40.7653757	-73.9702189	688 MADISON AVENUE	Upper East Side Historic District	Link5G_Ad
MN-08-121988	40.7667374	-73.9693177	30 EAST 64 STREET	Upper East Side Historic District	Link5G_Ad Swap
MN-08-GF0909	40.7821354	-73.955539	1105 PARK AVENUE	Park Avenue Historic District	Link5G_NonAd
MN-08-GF0910	40.7857627	-73.9572314	1115 5 AVENUE	Expanded Carnegie Hill Historic District	Link5G_NonAd
MN-08-GF0911	40.7844426	-73.9538511	1175 PARK AVENUE	Expanded Carnegie Hill Historic District	Link5G_NonAd
MN-08-GF0912	40.7653889	-73.9682248	570 PARK AVENUE	Upper East Side Historic District	Link5G_NonAd
MN-08-GF0913	40.7661843	-73.9717215	5TH AVE & EAST 62ND STREET	Expanded Carnegie Hill Historic District/ Central Park	Link5G_NonAd
MN-08-GF0919	40.7846093	-73.9579617	1095 5 AVENUE	Expanded Carnegie Hill Historic District	Link5G_NonAd
MN-08-GF0925	40.7644346	-73.955641	1283 YORK AVENUE	N/A	Link5G_NonAd
MN-08-GF0926	40.7655067	-73.9528245	510 EAST 71ST STREET	N/A	Link5G_NonAd
MN-08-GF0927	40.7654168	-73.9545357	510 EAST 70TH STREET	N/A	Link5G_Ad

Thank you

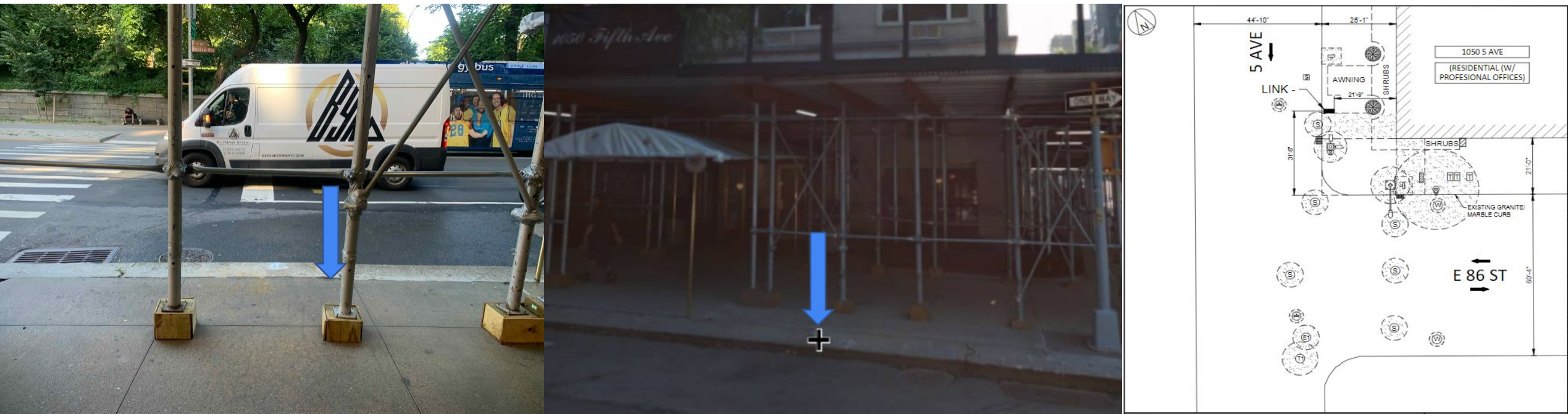
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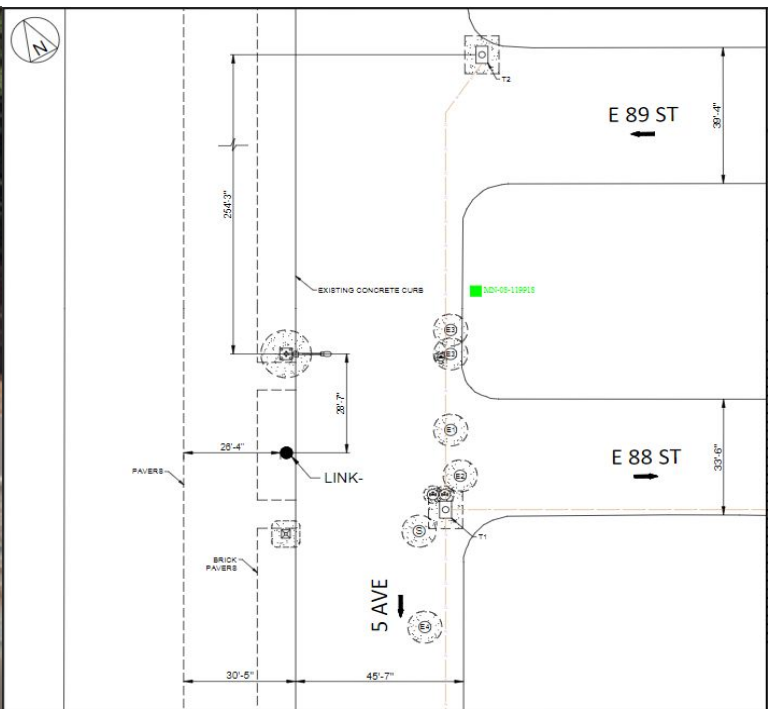
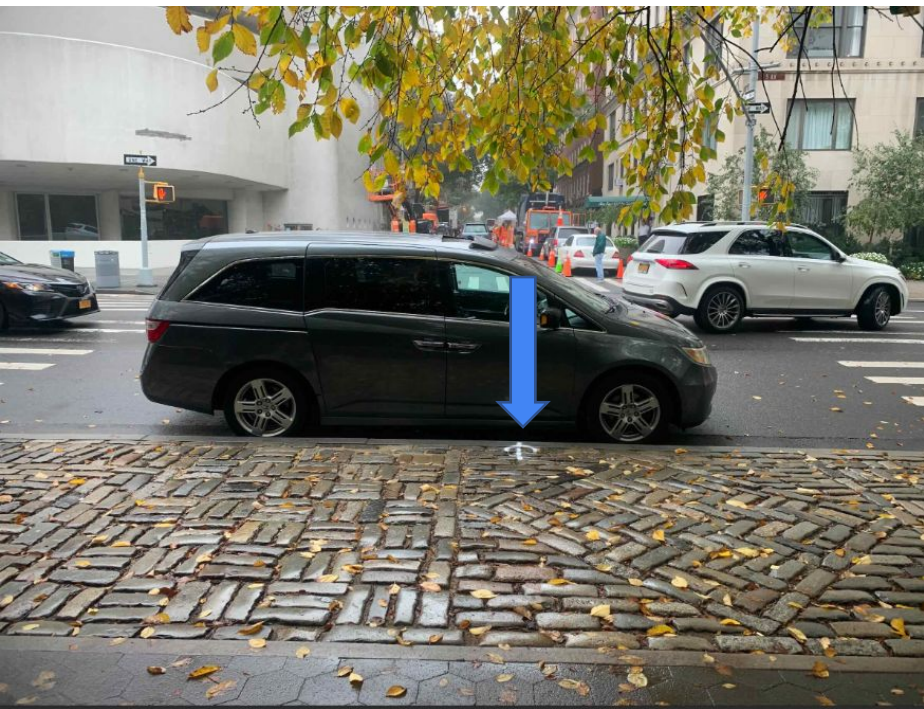
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Link5G Candidates - CD 108

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MN-08-119918	40.782870	-73.9595634	1000 5 AVENUE	Central Park	Link5G_NonAd



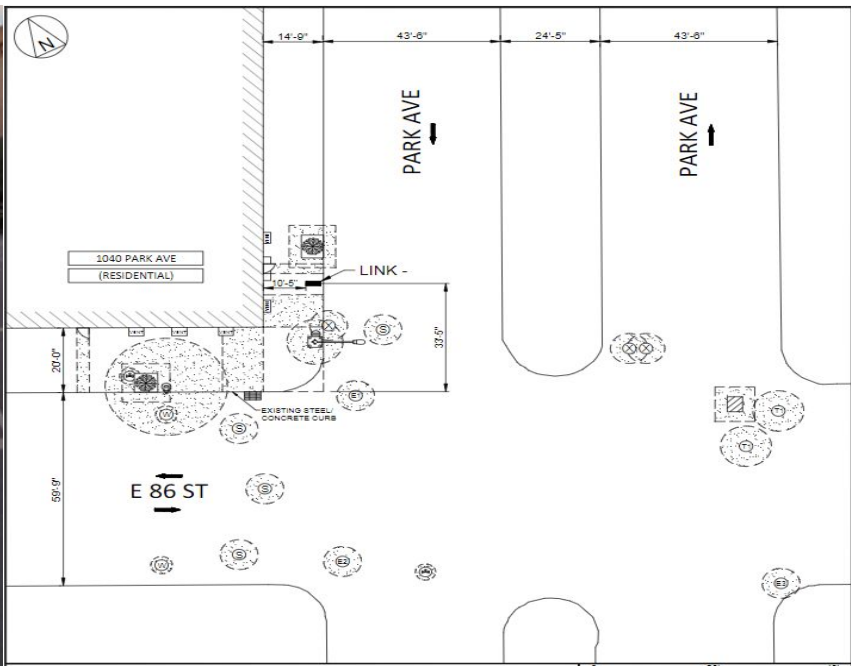
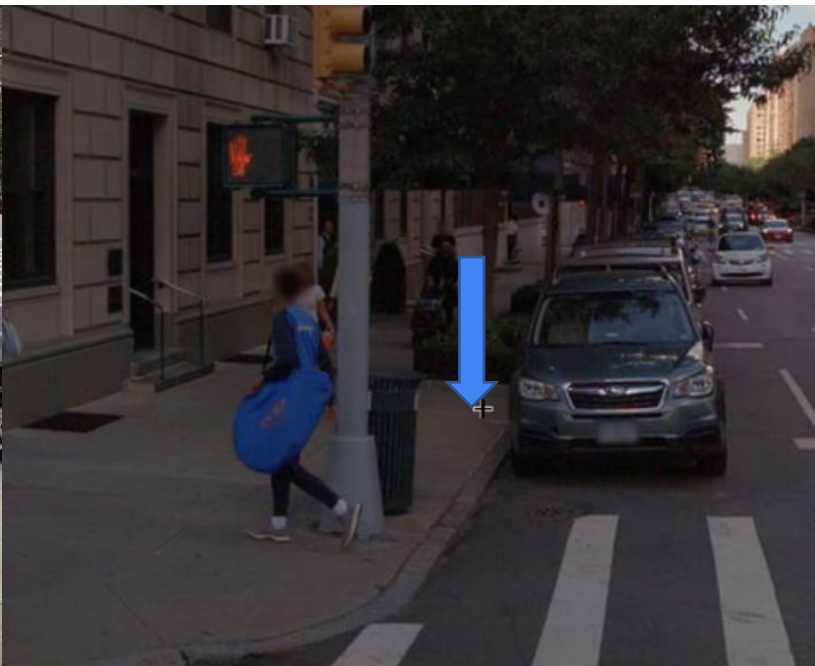
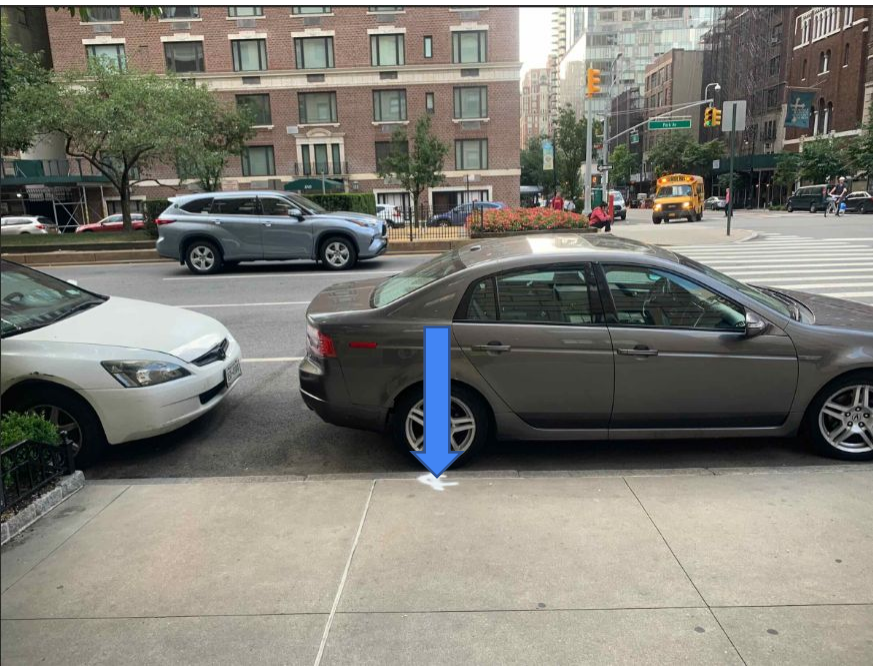
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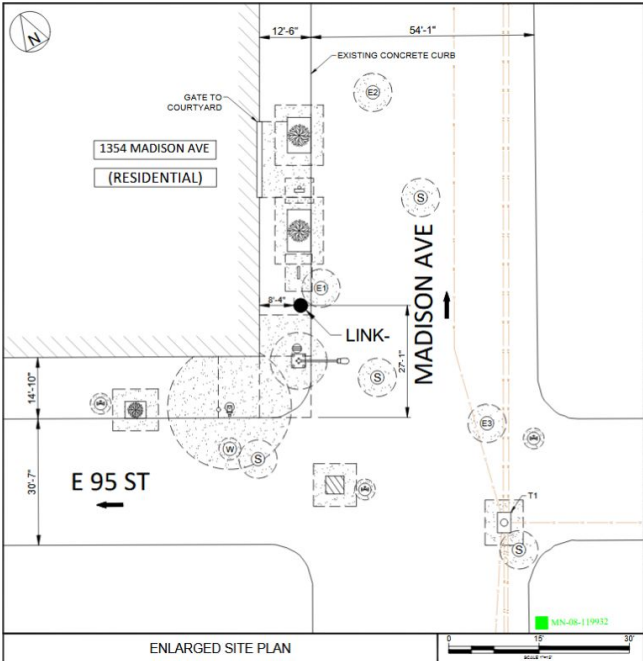
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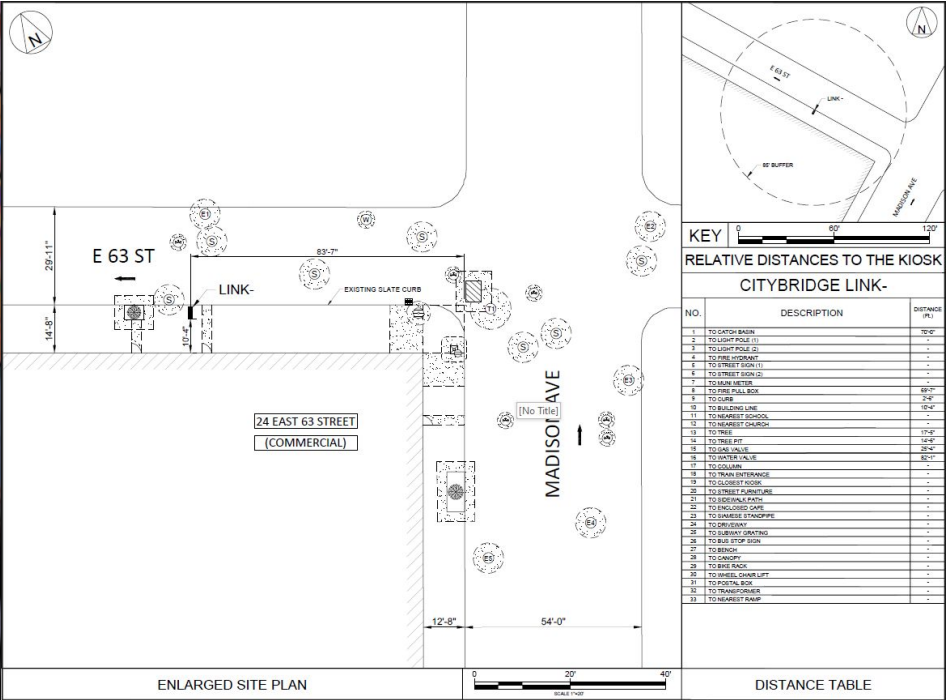
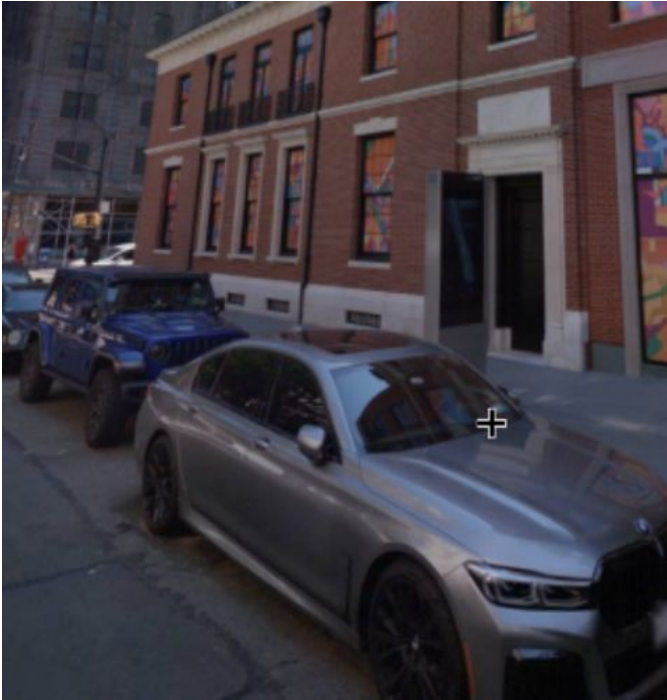
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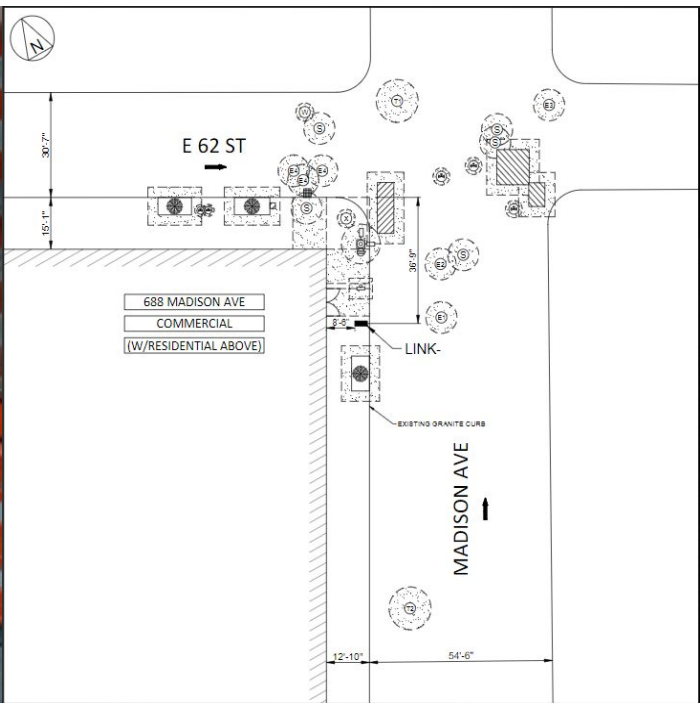
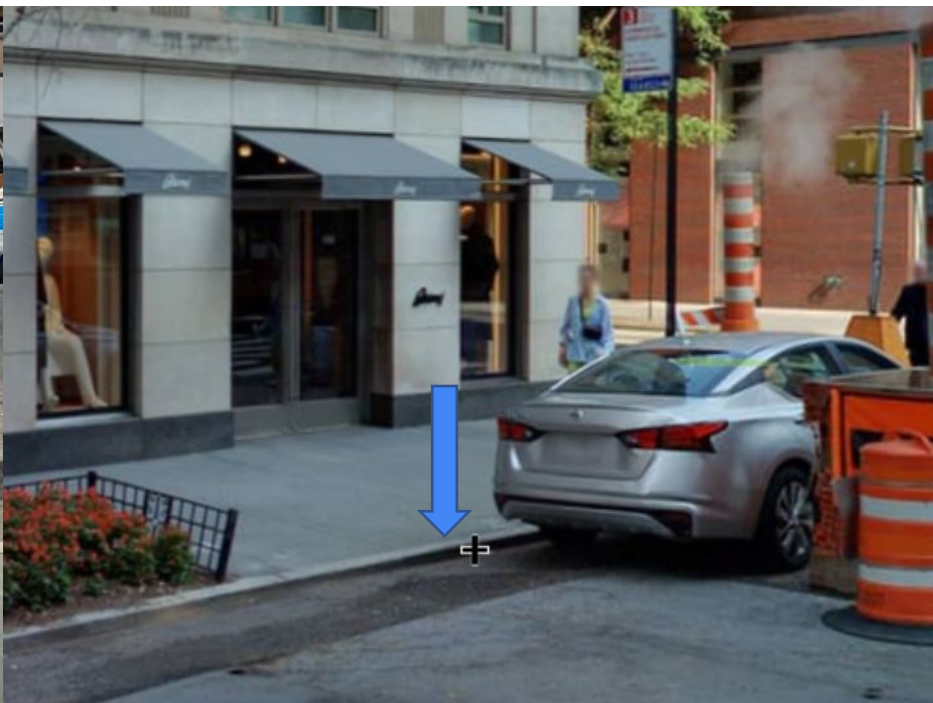
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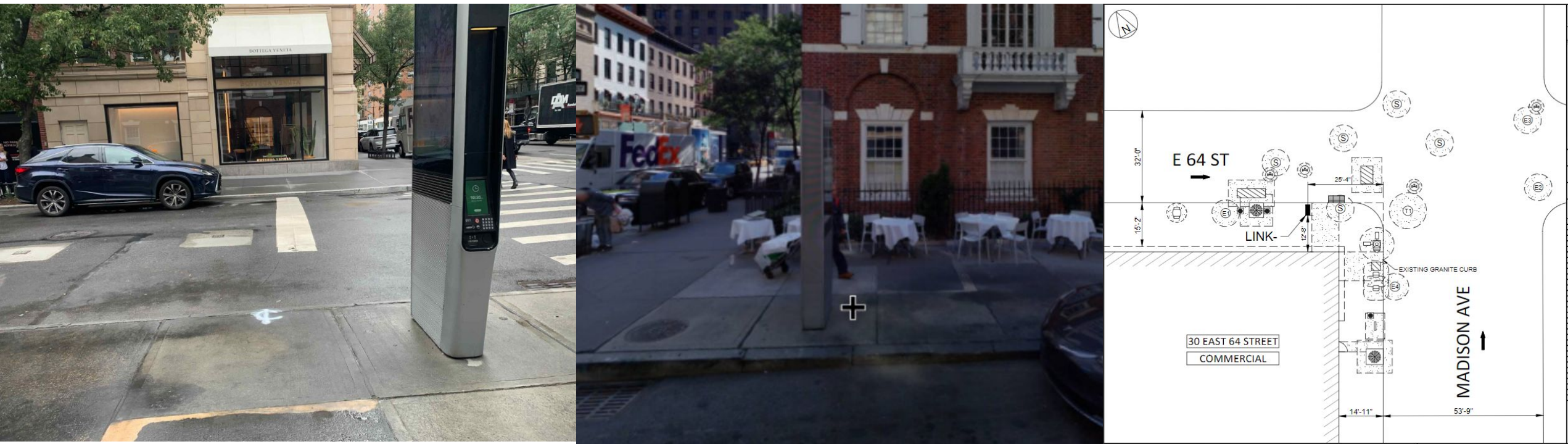
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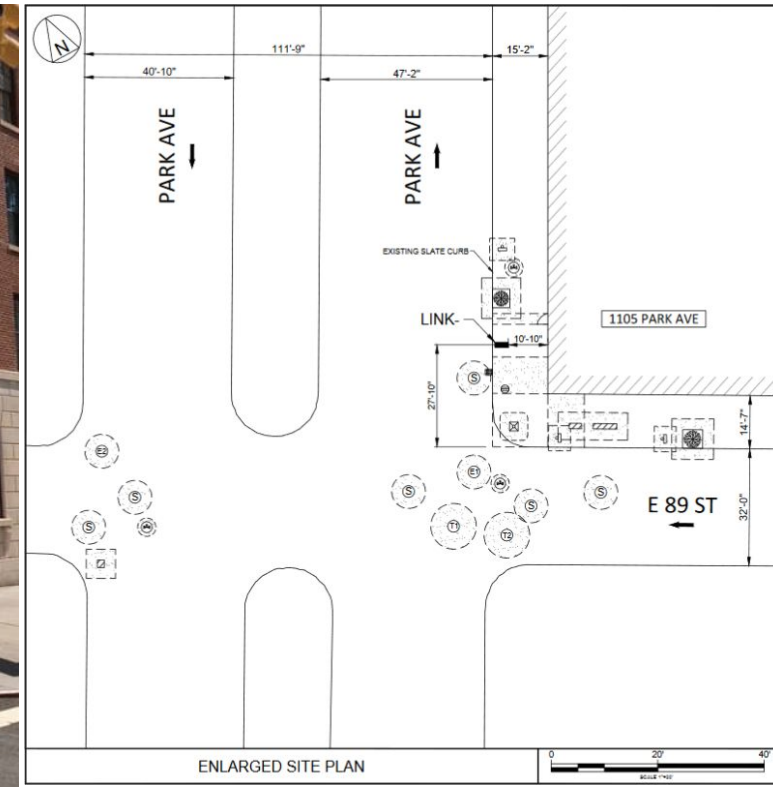
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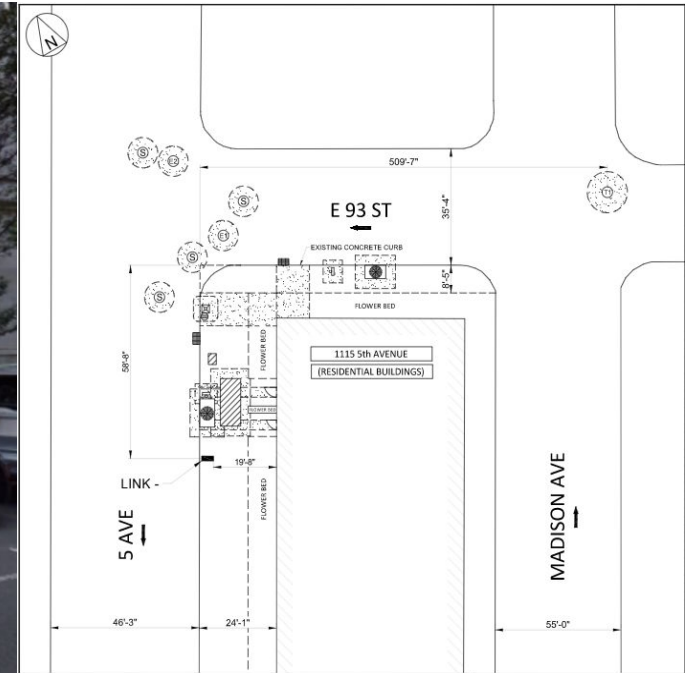
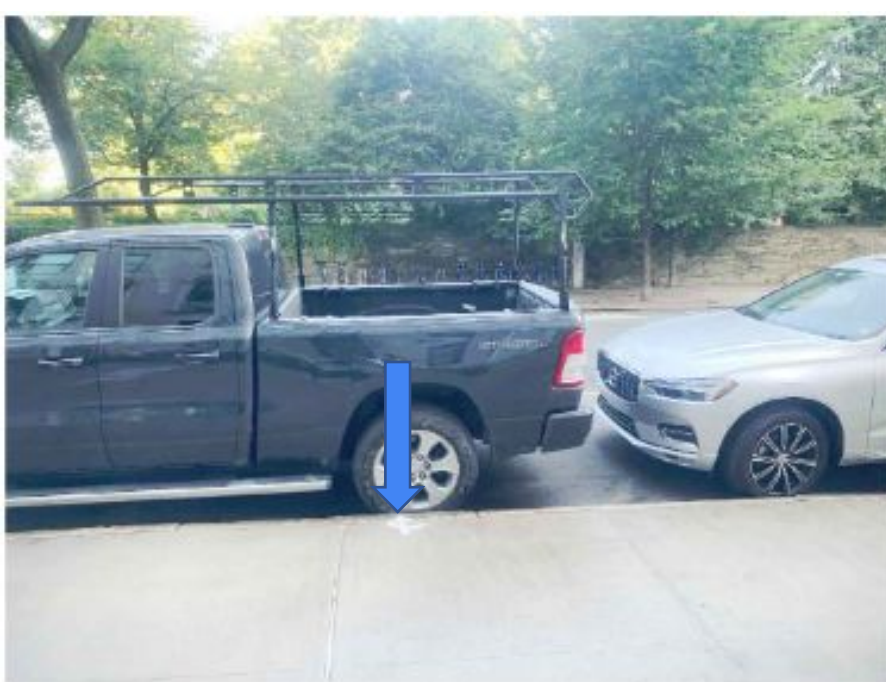
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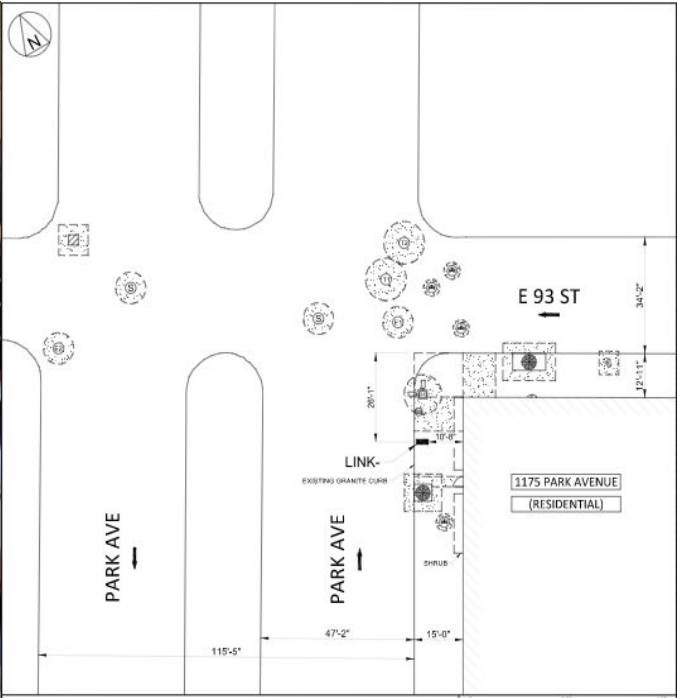
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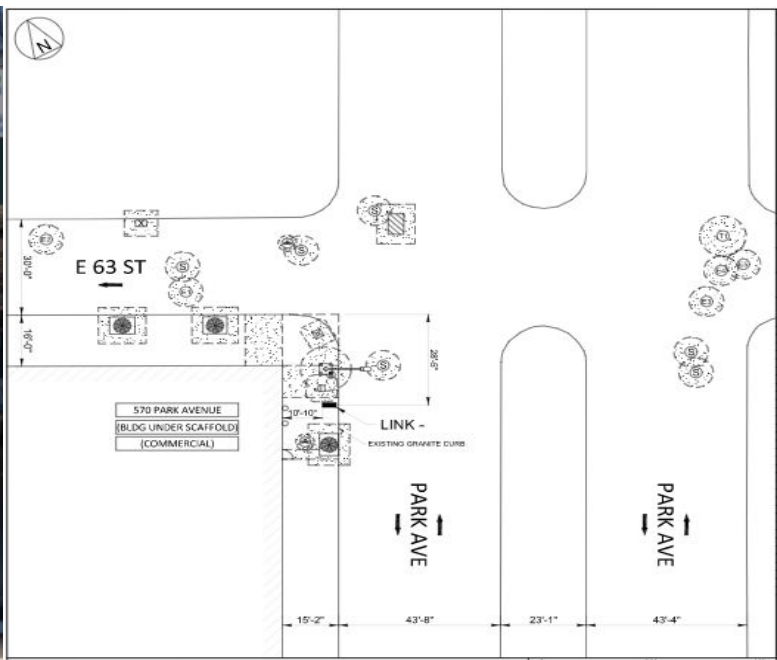
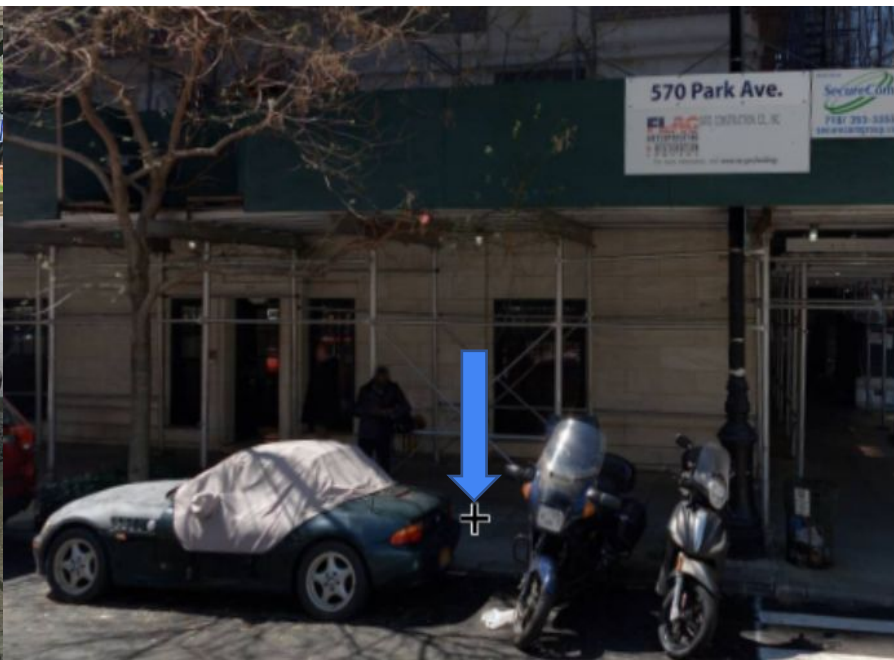
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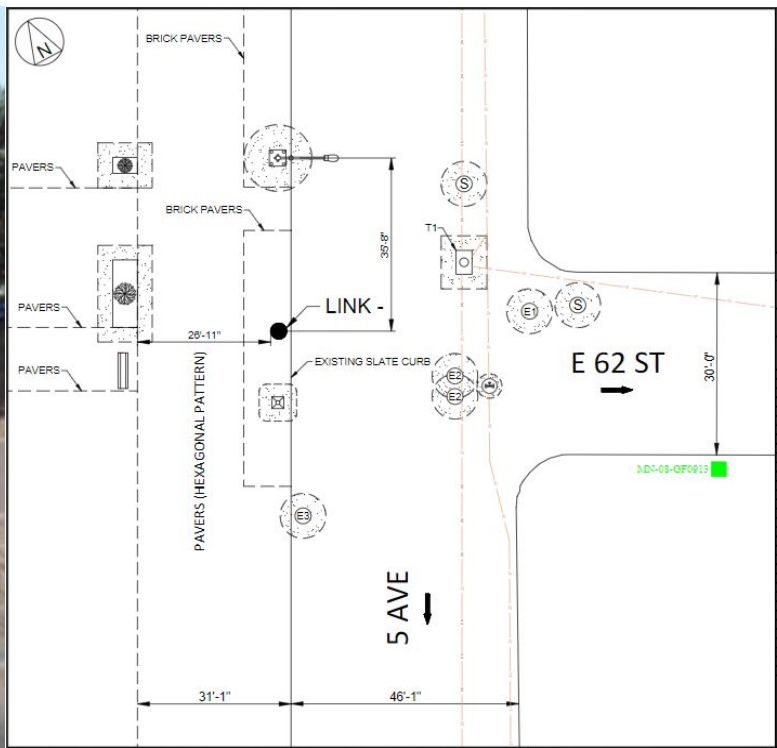
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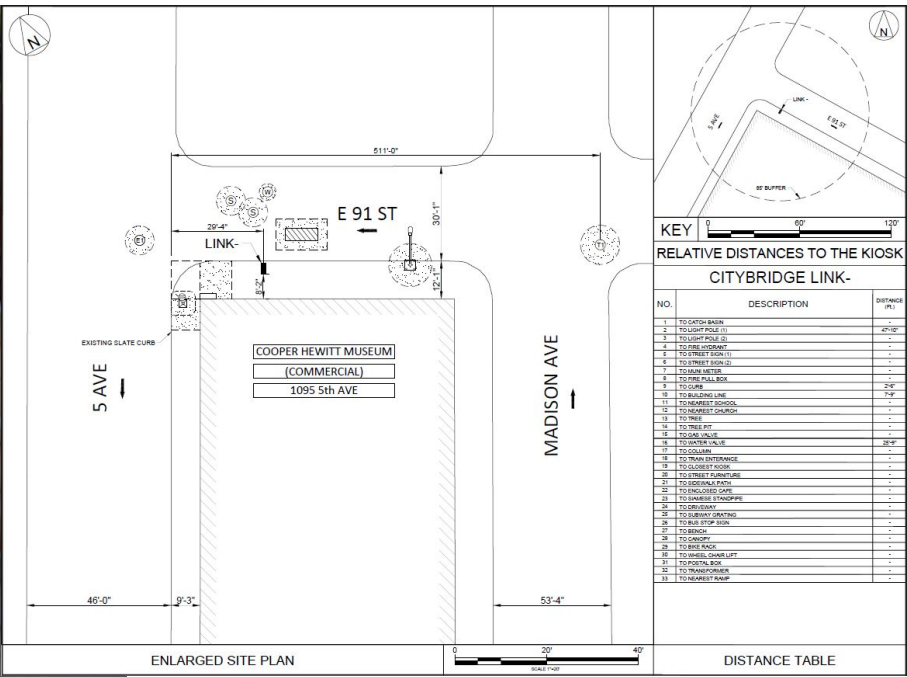
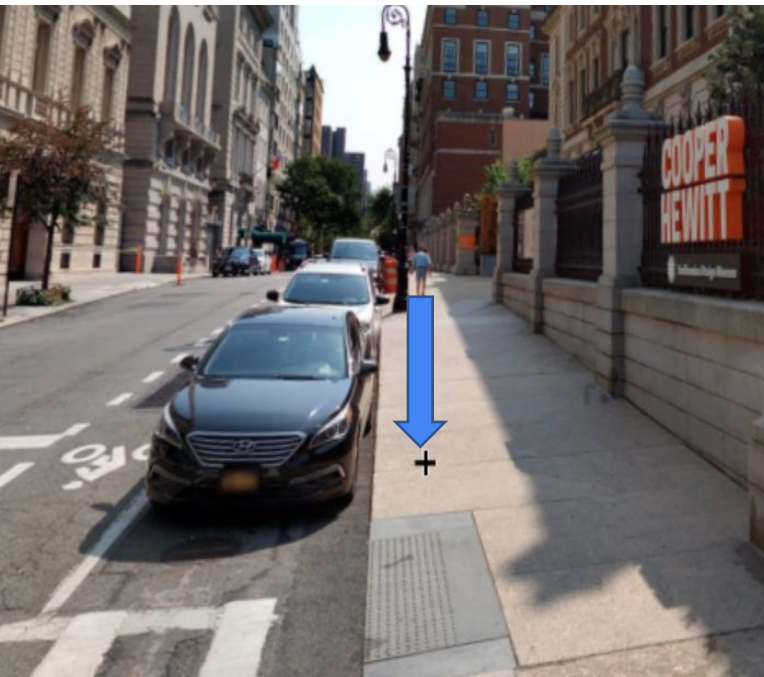
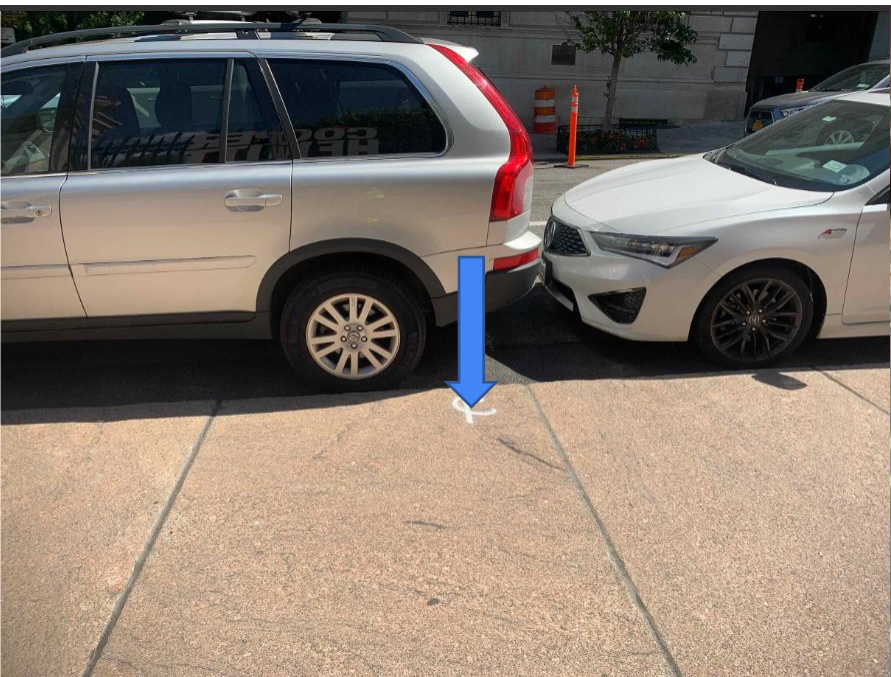
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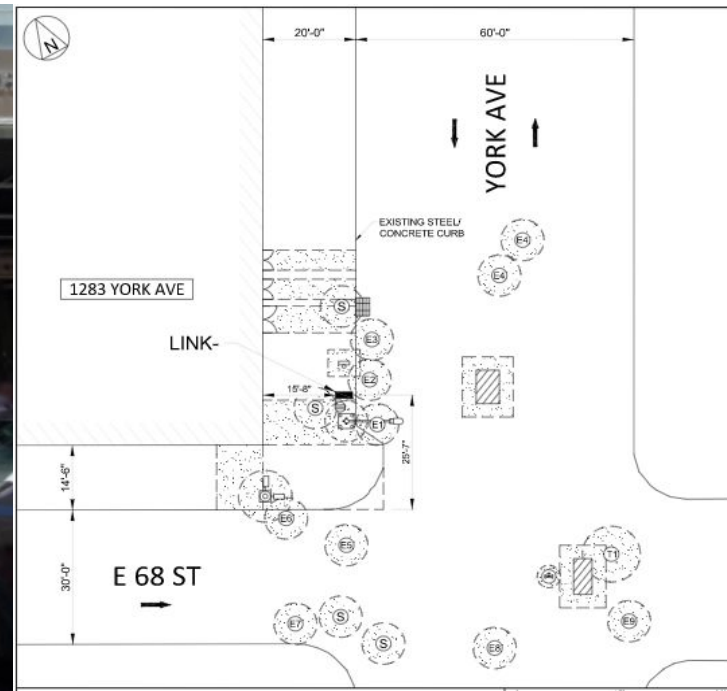
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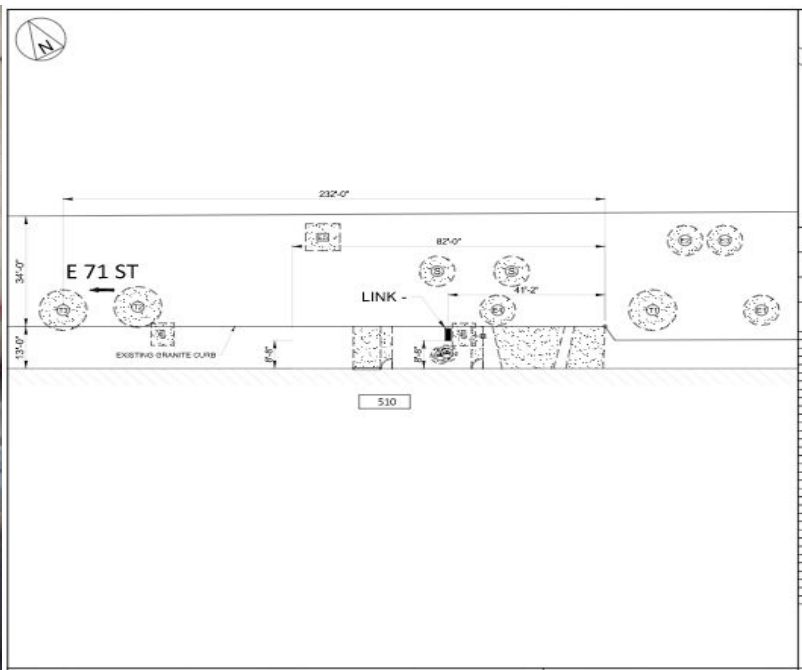
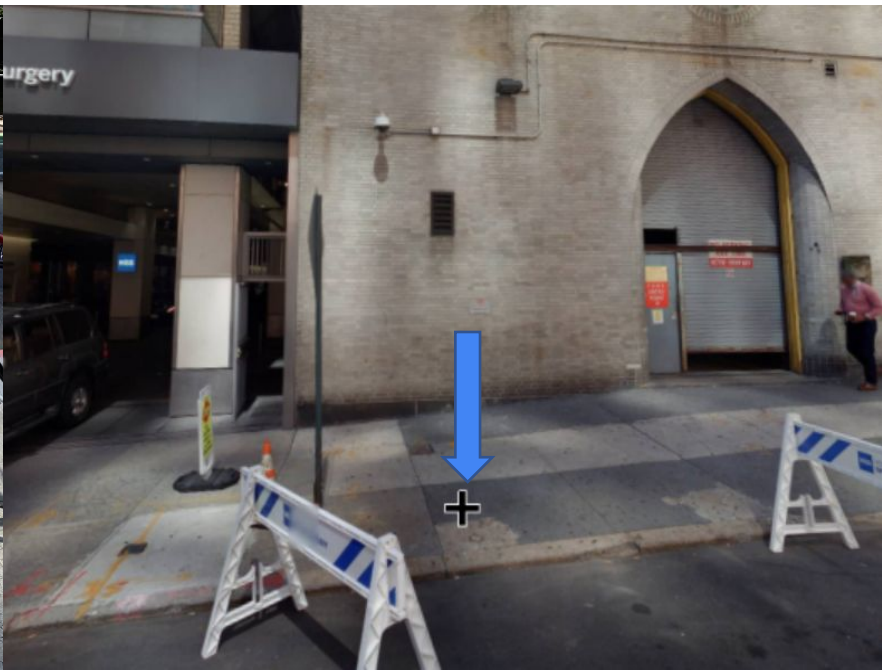
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MN-08-GF0926	40.7655067	-73.9528245	510 EAST 71ST STREET	N/A	Link5G_NonAd



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MN-08-GF0927	40.7654168	-73.9545357	510 EAST 70TH STREET	N/A	Link5G_Ad

