



**For Immediate Release**

Contact: Rob Edwards Rob Edwards  
Downtown Phoenix Partnership  
602.254.8696  
[REdwards@DowntownPHX.org](mailto:REdwards@DowntownPHX.org)

Contact: Patrick McCamley  
Civitium, LLC  
720. 255.6237  
[patrick@civitium.com](mailto:patrick@civitium.com)

**Civitium Selected by Downtown Phoenix Partnership  
To Perform Initial Wireless Broadband  
Study for Copper Square**

Alpharetta, GA., August 29, 2006 – Civitium, LLC, the market-leading strategy, policy, technology and communications planning firm for community broadband initiatives, has been retained to provide advisory services to the Downtown Phoenix Partnership (DPP), in partnership with the City of Phoenix, Maricopa County, and Arizona State University for the Copper Square enhanced municipal services district.

The purpose of the study will be to consider the feasibility of a wireless network, or cloud, across the 90-square block Copper Square area (and potentially beyond.) Deployment of the wireless network may enhance the experience for visitors and conventioners, businesses, and new residents of the district.

“The Downtown Phoenix Partnership is very excited to begin working with Civitium on this study.” said Rob Edwards, Director of Economic Development at the DPP. “Civitium’s extensive experience advising some of the most high-profile community wireless projects in the U.S. was one of the reasons they stood out during our RFP process. Their breadth and depth of knowledge in this emerging industry will be key to the development of a business model that will work for Copper Square. Civitium has provided advice and performed similar studies in Philadelphia, San Francisco, Vancouver, and in Colorado.

Civitium will perform a comprehensive study, which will include a careful assessment of the technological, regulatory, political and financial challenges of the deployment of a wireless network. Civitium will also analyze existing infrastructure and end users’ needs.

“We are thrilled to have this opportunity to assist the Downtown Phoenix Partnership and its partners, the City of Phoenix, Maricopa County, and Arizona State University, with this important initiative” said Patrick McCamley, Senior Partner of Civitium.

“We believe that these four partners bring a unique approach and a collaborative spirit that will make this project a success.”

The study will provide the overall requirements, methodologies and timelines required to organize and manage a successful municipal wireless broadband initiative. Civitium’s findings and recommendations will be consolidated into a report to be delivered to the DPP and its partners who will then determine the best course of action.

**About the Downtown Phoenix Partnership**

The Downtown Phoenix Partnership (DPP) — a non-profit, public-private partnership – is responsible for managing a business improvement district for the 90-square block core of downtown Phoenix, Copper Square. The DPP provides marketing, security and hospitality, transportation and parking, streetscape and urban design, and economic development services on behalf of its stakeholders. Copper Square is the center of business, professional sports, and arts and culture in the greater Phoenix region. It is also rapidly emerging as a center for bioscience and higher education. The public and private sectors are expected to invest more than \$2 billion in Copper Square over the next three years.

### **About Civitium**

Civitium is the market-leading strategy, policy, technology and communications planning firm for community broadband initiatives. The firm has provided advisory services to the cities of Philadelphia, San Francisco, Chicago, Houston and many others. For more information, visit [www.civitium.com](http://www.civitium.com).

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