

# 5 BARS to Develop Wireless Marketing Plan and Small Cell Program for City of Fresno, California

IRVINE, Calif., May 30, 2017 (SEND2PRESS NEWSWIRE) – 5 Bars Communities, dba XG Communities, a premier provider of wireless master plans, asset marketing agreements and engineering services for cities and municipalities across the United States, announced today an agreement to develop a Wireless Marketing Plan for the City of Fresno, California.



Send2Press® Newswire

5 Bars® Communities has entered into a multi-year agreement with the City of Fresno and will begin marketing the city's assets for small cell and wireless use. This effort will enhance the ability of Fresno's citizens to access high speed wireless connectivity throughout the city. The comprehensive program encompasses intelligent infrastructure technologies, Smart City initiatives and 5G wireless planning.

"This plan allows the City of Fresno to move forward in our 'Smart City' efforts while identifying innovative funding streams that are a part of our ongoing strategy of prudent fiscal management," said Fresno Mayor Lee Brand.

As wireless carriers densify existing networks, it is estimated that the industry will deploy hundreds of thousands of small cells, making it increasingly difficult for cities to manage the applications process. In

collaboration with the carriers, 5 Bars will streamline applications with a predictable process while preserving aesthetics. The State of California is looking to pass preemptive legislation SB649 intended to reduce control over ROW.

“We are excited to move forward with 5 Bars and this agreement in order to bring greater coverage to our City, create a platform for Smart City initiatives and drive new revenue to Fresno,” said Bryon Horn, CIO, Fresno.

“We are thrilled to be working alongside the City of Fresno’s leadership as they look to advance their wireless footprint in the growing environment for 5G and Smart City infrastructure,” said Monnie McGaffigan, President, 5 Bars Communities.

5 Bars will act as an advocate for the City, offering its intelligent platform which provides an ongoing solution that identifies opportunities for wireless collocation, while minimizing impacts from wireless facility siting decisions. The decision for Fresno to partner with 5 Bars was based on maintaining control, preventing visual blight and increasing connectivity for businesses, residents and citizens. The solution will be the basis to deploy Smart City, enhance business investment, and improve city services.

**About 5 Bars Communities:**

5 Bars Communities, dba XG Communities in Irvine, California. A premier provider of Small Cell Wireless Marketing Plans and engineering services for Communities, developing comprehensive wireless strategies.

**About Fresno:**

In the Top 10 Largest Cities in California with 515,609 residents. 24th most livable city in the U.S. for people 35 and under! The city has become an economic hub of the San Joaquin Valley. With a robust public infrastructure, Fresno equals quality lifestyle with a low cost of living and numerous National Parks.

More information: <http://5bars.com/communities>

**Media Contact:**

5 Bars Communities  
(949) 514-4617  
[info@5bars.com](mailto:info@5bars.com)