

1. Criticality of sites
 - a. For business operations/resilience
 - b. For network operations/reliability
 - c. Primary links first; redundant links second; diverse paths third
2. Demand/revenue
 - a. Bandwidth/capacity requirements
 - Per location
 - Per network segment/per neighborhood
 - Downstream/Upstream
 - b. Number of premises per mile/unit (passings)
 - c. Range/types of locations to connect, requirements per site type
 - d. Service level requirements
 - e. Value-added services
 - f. Other revenue opportunities
 - Wholesale connectivity to ISPs and other communication service providers.
 - Wholesale connectivity to Mobile Network Operators (MNOs)
3. Network hierarchy
 - a. Metro/middle-mile
 - b. Backbone, core/feeder
 - c. Distribution
 - d. Access
4. Opportunistic build
 - a. Joint build with other network construction
 - b. Joint build with recreation, traffic, utility, or other capital improvement project
 - c. New commercial, industrial, or residential development
5. Phased deployment
 - a. Commercial, MDUs, or SFUs first
 - b. Core to edge
 - c. Fiber first with wireless overlay
 - d. High-demand/density first or low-demand/density first
 - e. Wireless first; redeploy as fiber expands

For more information:

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