# MDUs Done Right:

## Partnering with Building Owners for Long-Term Success


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# CSSA Star Conference - 2025

**MDUs Done Right – Presenter** - *Matt Allison, CBS - OSP Engineering Supervisor,*

*- BICSI OSP Certified*

*- BTW, This isn't a lecture. I would like to hear your MDU stories too.* ☺

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# Why MDUs Matter


***- Who has worked on residential MDUs? - Business/Office MDUs? Which ones are harder?***

## ♦ For the Telecom/Service Provider:

• **High Return on Investment =** Dense unit counts mean more subscribers per build, maximizing revenue per foot of fiber.

## ♦ For the Customer:

• **Increased Property Value –** Both Residential & Business MDUs

• **Future-Proof Infrastructure** – Supports future tech without plant upgrades

• **Reliable, High-Speed, Low-Latency Connectivity** - Fiber delivers consistent uptime and performance which is critical to both residential users and business operations.

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# MDU Project Overview

## Roadmap




*Note: Sales & Marketing is active at the start and resurfaces during build and installs.*

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# MDUs and the Early Days….

## The Shifting Strategy

- Old Model: "Fiber at the Curb"
- Why MDUs Were Deprioritized
- Why That No Longer Works
- Our Current Story:

## Key Takeaways

- **It's OK → Someday we'll come back....** (This resulted in a low-priority backlog.)
- **CAPEX**, **Uncertainty how to build,** and **Time Restraints** drove these decisions.
- MDUs are now the **"last holdouts."** They are critical to winning an entire market.
- The shift from a **"someday project"** to **"must build now."** High demand and competition make MDUs a priority.

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# MDU Permission Process (1 of 2)

A step-by-step guide to securing owner approval

## 1. Initial Qualification

Identify target MDU (units, ownership, current customers).

## 2. Engagement

Sales/Marketing contacts owner. Schedule site walk.

## 3. Joint Site Walk

Sales + OSP Engineering + Network Techs + Owner

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# MDU Permission Process (2 of 2)

A step-by-step guide to securing owner approval

## 4. OSP Design

Draft maps, cable routes, and splice points.

## 5. Design Review

Share preliminary draft with owner.

## 6. Follow-Up Packet

Leave maps, contacts, and FAQs with owner.

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# Roadblocks & Delays

**Out-of-State Owners**
Often Unresponsive

**Local Managers**
Granting “False Permission”

**Residents Fears:**
Disruption, Damages, Higher Costs


**Examples:**

- Redwood Villa
- Casa Verde
- Engelhiem

*Has anyone else had a project derailed because the ‘yes’ you got wasn’t really a yes?*

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# Owner Messaging & Value Proposition

*Address the three questions owners care about most—clearly and fast.*

## 1) Financial Benefit

If applicable: highlight $0 installation build cost for the owner.

## 2) Local Advantage

Emphasize local support and co-op values (if applicable).

## 3) Property Value

Spell out: higher rents justification, increased property value, smart-readiness for future tech.

Keep it simple: lead with dollars, local service, and asset value.

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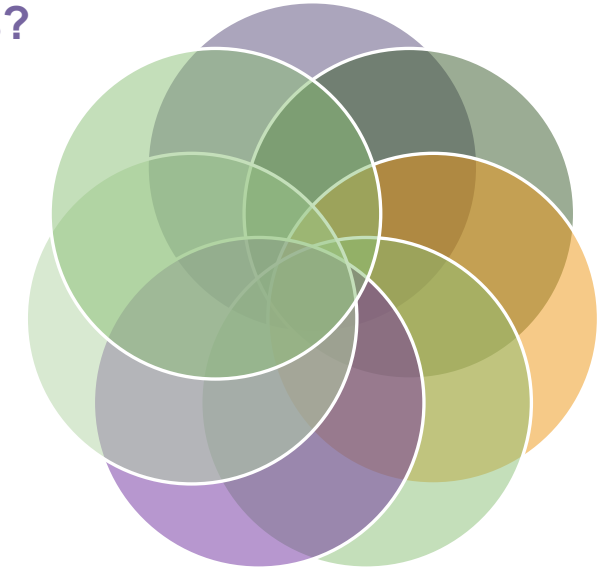
# Sales & Marketing Collaboration

## Roles:

How does your Sales/Marketing team help, or hurt your MDU projects?

Early owner engagement: messaging, questions, roadblocks



They help to clear the way for our crews.

Ongoing updates: keep informed, set expectations

Coordinate access: notices, scheduling

Resident communications: letters, flyers, door tags

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# OSP Design & Build

MDU Fiber Installation

- **ROW/PUE:**

  Challenges

- **Splitter Placement:**

  Centralized vs. Distributed Split

- **Our Designs:**

  Underground/Fiber/Centralized Split

- **Conduit Standards:**

  Mainline/HH to buildings/Drops

- **Fiber Sizing:**

  1.5:1 for MDUs vs. 3:1 for SFUs

- **Coordinate Demarc**

  & Entry Planning

*"Do you oversize fiber counts in MDUs, or stick close to demand?"*

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# Inside the Building


- **ONTs in closets:**
  Uniform, Hidden, Safe

- **Standardization**
  Faster, Easier for Installs

- **Our Practice:**
  Install AC Outlet at No Cost

- **Sales & Marketing:**
  Can help to set owner expectations

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# The Resident/Owner Experience

**Benefits:**

- Reliability, speed, smart readiness, local support

**Concerns:**

- Explain Cost: Ours is a No build cost
- Access Needed: Explain Why
- Disruption: Scheduling, Cleanup, etc.
- Damages: Our Responsibility Fixes

**Sales & Marketing Role:**

- Keeps Open Communication
- Prevent surprises
- Local support: “your co-op techs”

**Story:** *Naming local techs builds trust.*

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# A Few Success Stories

- **Willamette Grove Apartments**

Multi-year process to get permission to build

- **Regency Park Mobile Home Park**

Quick turn-around from initial site visit

*OSP, Net Techs, Splicers, Sales & Marketing, Member Services, Central Office, Data Ops, & Service Activations all working together*

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# Recap - Lessons Learned

- Collaboration Gaps > Technical Ones

- Confirm true ownership for Permissions

- Oversize Conduit & Fiber =
Future-Ready

- It helps when Sales & Marketing
gets Involved Early

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# Interactive Wrap-Up

## Audience Discussion:

*- What's your single best piece of advice for someone building into their first MDU?*

*- Any Questions or Comments?*

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# Thank You

Thank you for listening,

Here is my contact info if anyone would like to continue the conversation.

**Matt Allison**

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