

City of Shelby

Request for Proposals (RFP)

BROADBAND NEEDS ASSESSMENT AND FEASIBILITY STUDY

Proposals Due: December 20, 2019

GENERAL CONDITIONS

1. Description

The City of Shelby, Ohio (“City”) is soliciting proposals from qualified firms to determine need, feasibility and justification for providing affordable broadband high-speed internet access for Shelby businesses and residents. The City considers a modern digital infrastructure to be a critical component of a competitive city of the future and wishes to ensure that it is well positioned to meet the current and future needs of its residents, businesses and anchor institutions.

This project will result in the production of a Feasibility Study containing a residential needs assessment, business needs assessment, and deployment cost estimates. The desired outcome of this planning effort is to provide a tool for the City to establish if Shelby residents and businesses want this service, determine a successful deployment strategy and the associated cost to implement fiber to the premises (“FTTP”) within the City, and assess whether such project will be sufficiently supported by customer rates to justify the investment in this infrastructure.

2. Background Information

The City is a municipality located in northern Ohio in Richland County. As of the census of 2010, the population was 9,317 and the City occupied a total area of 6.49 square miles, of which 6.35 square miles is land and 0.14 square miles is water. There are 3,911 households and 2,510 families residing in the City according to the 2010 census.

The City’s residents are currently confined to two internet service providers, (CenturyLink and Spectrum) that would be considered broadband providers by federal standards. Everstream has installed fiber in certain sections of the City, and is currently providing wholesale service to certain targeted non-residential customers. Everstream established a fiber route through Shelby in 2013 and operates a fiber hub within a municipally owned facility. The municipal facilities are networked and utilize Everstream as their Internet Service Provider. Everstream can provide symmetrical broadband up to GBps service. The City has had discussions with Everstream about potentially building out its system to allow the City to provide retail internet service to non-residential and residential customers throughout the City. The City is also considering partnering with other internet service providers depending on the service and cost benefits that may be achieved by partnering with another provider.

3. Questions and Registration

A registration form (Attachment A) is provided. Registration is strongly recommended as only firms that register will receive automatic updates on the RFP and answers to any questions posed by others. The registration form may be emailed to the Director of Utilities, John Ensmann at johnensman@shelbycity.oh.gov

To ensure that all prospective respondents accurately and completely understand the RFP requirements, the City will accept written questions via e-mail to the Director of Utilities at by the

date and time listed below. Replies to all questions will be sent blind copy to all responding vendors.

Only one point of contact is offered to respondents for this procurement and all communication must be accomplished exclusively by e-mail submission of questions to the procurement contact. No other direct or indirect contact is to be made during this RFP period with the procurement contact or with any other member of the City concerning this project. Violation of these project rules may be cause for rejection of any submitted proposal.

Questions must be submitted by December 13, 2019.

4. Proposal Submission

Each proposer must submit one (1) original and four (4) copies of their proposal. In addition submit an electronic copy of the proposal and any supporting documentation on a CD-ROM or a flash drive. The complete proposal package must be submitted in a sealed envelope, clearly identified as “**Broadband Needs Assessment and Feasibility Study RFP**”. The proposal may be mailed or delivered to:

Mayor Steven L. Schag
43 West Main Street
Shelby, Ohio 44875

Proposals must be submitted by December 20, 2019

If a proposer uses an express mail or courier service, the proposal name must be clearly marked on the exterior of the express mail or courier service envelope with the proposal name and also marked on the inside envelope.

A proposal that is not properly and clearly marked and is inadvertently opened before the scheduled proposal submission deadline may be disqualified without additional consideration.

Proposers accept all risks of late delivery of mailed proposals regardless of fault. Facsimile and other electronically transmitted proposals will not be considered. All proposals and accompanying documentation will become the property of the City and will not be returned.

Proposals shall be good for 180 days following the date of submission.

SCOPE OF SERVICES

The purpose of this study is to develop a Feasibility Study regarding potential implementation of broadband high-speed municipal internet access for Shelby businesses and residents.

5. Need Assessment

Conduct a needs assessment to gather information on assessing the current demand of broadband services within the City. Use creative, effective strategies to identify trends in-use of broadband services by existing and potential customers. Examine user rates, develop projections of potential broadband services with Everstream or other service providers and examine how the community's efforts relate to on-going and future regional broadband efforts.

6. Infrastructure and Deployment Recommendations

Provide the City with recommendations regarding potential benefits and hurdles regarding developing broadband infrastructure and the creation of municipal broadband service offerings. Identify key technical and service level requirements needed to attract and retain residential and business customers. Provide multiple recommendations on deployment strategies and technologies to build the network in partnership with Everstream or other an internet service provider. These strategies should consider and outline methods to provide equal opportunities for all businesses and residents to obtain some level of service.

7. Financial Expectations

Provide the City with a financial pro forma for both Residential and Business Service based upon development of city-wide internet service. Identify and outline legal issues related to potential project risks at the local, state and federal level in the residential and business market. The financials shall clearly demonstrate whether the City and its potential ISP partner's deployment of municipal internet service will result in sufficient revenues to justify the cost. Provide an analysis of the current product offerings in the market while identifying the products the City needs to offer and could provide to increase take rate. Identify the risks for not offering certain products such as video service, phone, and security. The analysis should provide detailed schedules that show:

- Operating income and cash flow
- Projected revenues and benefit
- Expected and minimum take rate
- Operational expenses
- Depreciation schedule
- Construction build-out cost estimates
- Product offerings and pricing
- Staffing levels needed

PROPOSAL FORMAT AND CONTENT

To standardize responses and simplify the comparison and evaluation of responses, all proposals must be submitted in an organized manner set forth below. All information and materials requested shall be provided in the proposal under a single cover. If an award is made, the City expects the project to be completed within a three to five month timeframe.

8. Business Organization

Please provide the full name and address of the organization that will provide services and number of years in business under current name and structure. The principal in charge of the project shall be identified. A statement from the organization shall be included that notifies the City if there are any pending mergers or litigations that potentially might impact our business relationship with you.

9. Statement of Interest

Please express your interest in the project, specifically addressing: Specialized experience in community broadband planning services; Identify constraints as well as opportunities; Identify how your project goals meet or exceed the City's project goals.

10. Experience and Approach

Describe in brief detail the ability of your organization's infrastructure and service to meet the current needs of the city. Describe the organization's philosophy and approach to providing the services requested. Indicate how long you have been in the business of broadband assessment, planning and feasibility studies. Provide examples of similar quality finished projects. Discuss project alternatives and/or opportunities to add value to the project. Provide Firm's availability for the project. Provide a detailed project schedule that highlights critical path and milestones for the completion of the project.

11. Project Team

Please provide a listing of team members that will be involved in the project and their relevant experience.

12. References

Please provide three (3) references of public sector (local government) agencies with which you had consultant agreements for similar type of services. Please provide agency name, contact name(s), telephone number of contact person(s), and dates services were provided.

13. Scope of Services and Budget

Provide a brief summary of the proposed Scope of Services; relating it to the Scope of Services detailed in this RFP and any changes, modifications, or enhancements. Provide cost proposal in a matrix, chart, or table describing the estimated cost and allocation of resources for each deliverable defined in the Scope of Services section. Each deliverable should have a not to exceed price detailing the assigned personnel, hours and hourly rate. Describe any additional benefits or services in this section and include additional cost if required.

GENERAL INFORMATION

14. Proposal Award

The award, if any, shall be made to the firm whose proposal is deemed by the City to be in the best interest of the City. The decision of the City of whether to make the award and which proposal is in the best interest of the City shall be final.

The agreement to be entered into with the selected organization will designate the successful firm as the City's Provider and will include, but not be limited to, the following terms and conditions.

15. Signature by Responsible Party

All proposals must be signed with firm name and by a responsible officer or employee authorized to transact business on behalf of the organization, partnership or corporation. No organization may assign or transfer any legal or equitable interest in his proposal after the date and hour set for the receipt of proposals.

16. City's Rights Reserved

The City reserves the right to accept or reject any or all proposals in whole or in part, to waive any irregularities in any proposal, to accept the proposal(s) which, in the judgment of the City is/are most advantageous to the City and to re-advertise if desired. The City reserves the right to negotiate with any provider(s).

17. Conflict of Interest

The provider agrees that it presently has no interest, and shall acquire no interest, direct or indirect, that would conflict in any manner or degree with the performance of its services hereunder. The provider further agrees that, in the performance of the agreement, no person having any such interest shall be employed.

18. Interest of Public Officials

No member, officer or employee of the City during this tenure or for one year thereafter, shall have any interest, direct or indirect, in this proposal or the proceeds thereof.

19. Indemnification

The provider agrees to protect, defend, indemnify, and hold harmless City, its elected and appointed officials, agents and employees from and against any and all liability, damages, claims, suites, liens, and judgments, of whatever nature, including claims for contribution and/or indemnification, for injuries to any person or persons, caused by organization's proposals or subsequent submittals.

The provider's obligation to protect, defend, indemnify, and hold harmless, as set forth hereinabove, shall include any matter arising out of any actual or alleged infringement of any patent, trademark, copyright, or service mark, or any actual or alleged unfair completion, disparagement of product or service, or other business tort of any type whatsoever, or any actual or alleged violation of trade regulations.

20. Ownership

All documents and materials prepared pursuant to this proposal are the property of the City. The City shall have the unrestricted authority to publish, disclose, distribute and otherwise use, in whole or in part, any reports, data or other materials prepared under this process. All proposals are subject to the provisions of Ohio public records law.

21. Verbal Agreement

No verbal agreement or conversation with any elected or appointed official, agent or employee of the City, either before, during or after the submittal of this proposal shall affect or modify any of the terms or obligations herein contained, nor shall such verbal agreement or conversation entitle the provider to any additional compensation or consideration whatsoever under the terms of this request for proposals.

22. Changes

The City may, from time to time, request changes in the Request for Proposals issued to the provider to be performed hereunder. Such changes shall be incorporated in written amendments to this Request for Proposals.

23. Equal Opportunity

The City is and Equal Opportunity Employer and prohibits, in accordance with the law, discrimination on the basis of race, sex, sexual identity or expression, gender origin or identity, national origin, religion, disability or age.

ATTACHMENT A

**CITY OF SHELBY
PROPOSAL DOCUMENT
Broadband Needs Assessment and Feasibility Study**

COMPANY INFO	Company Contact	_____
	Company Name	_____
	Company Address	_____
	City <u>Shelby</u>	State _____ Zip _____
	Telephone # 419-342-3600	Fax # _____
	E-Mail Address	_____

Company Contact Signature _____
Date