

City of Long Beach



REQUEST FOR PROPOSALS

For

A Citywide Wireless Fidelity Network

Release Date: Friday, January 27, 2006

Pre-Proposal Meeting: Wednesday, February 15, 2006

Submittal Deadline: Monday, February 27, 2006 at 1 pm

The City of Long Beach (City) is soliciting proposals from firms to provide assistance in deploying and maintaining a citywide Wireless Fidelity (WiFi) network. This cover page is accompanied by a Request for Proposals (RFP) and is an invitation to respond.

A pre-proposal meeting will be held on **Wednesday, February 15, 2006 from 1:00 pm to 2:30 pm** to provide background information and answer questions. Attendance is not mandatory. It will be held in the City Council Chambers at City Hall on 333 West Ocean Blvd. Parking is available on Broadway Blvd. You are encouraged to submit questions in advance to Mr. Chris Rich, lead staff support, at christopher_rich@longbeach.gov. Mr. Rich will also post a copy of the questions and answers covered in the conference on the Bids On Line website (address below).

Please deliver eleven (11) hard copies of your proposal and one digital copy saved on a compact disc to:

City of Long Beach
Diane Sorensen, Contracts Administrator
333 West Ocean Boulevard, 12th Floor
Long Beach, CA 90802
Re: WiFi RFP

All proposals must be received by **1:00 pm Pacific Standard Time on Monday, February 27, 2006**. Proposals received after the deadline will not be considered. Your proposal must be valid for 120 days after the due date. *All proposers will be advised of the award.*

Prepare each proposal simply and economically. Staple or dip the pages; do not send binders. The City will not pay for any costs incurred by the proposer for participating in the RFP process, and will retain all materials submitted. The City reserves the right to amend, withdraw, or cancel this RFP, and to request additional information. The most qualified proposers may be invited to make a presentation to the selection committee. Presenters will be expected to participate to the degree commensurate with their role in the firm's proposal.

If you have administrative questions, please e-mail them to Diane Sorensen at diane_sorensen@longbeach.gov or, for technical questions, Chris Rich at christopher_rich@longbeach.gov.

The City will respond to all written questions by issuing a written addendum, which will be published on the Bids On Line website. The web site address is: <http://www.planetbids.com/LongBeach/bidframe.cfm>. Check the site periodically as additional information may be added from time to time.

The following information is available in an alternative format for the physically challenged by request to Diane Sorensen. Alternative formats include large print, Braille, and audio.

REQUEST FOR PROPOSALS

For

A Citywide WiFi Network

1. INTRODUCTION

The City of Long Beach is soliciting proposals from firms to deploy, maintain, and own a citywide Wireless Fidelity (WiFi) network. It is expected that users of the network will include residents, visitors, businesses and City operations.

A. Background

The City of Long Beach is the fifth largest city in the state of California. With a population of approximately 491,000, it employs more than 6,000 full and part-time personnel in 22 departments and offices. In addition to the usual municipal services of police, fire, public works, library services, and parks and recreation, the City operates a leading deep-water port, offshore and onshore oil production facilities, gas and water utilities, refuse collection, a commercial airport, a health department, a convention and entertainment center, two historic ranchos, marinas, and golf courses. The City is also home to numerous businesses, one of the largest California State University campuses, and a wide variety of cultural institutions that showcase the City's diversity.

A few years ago, the City was recognized as a technological pioneer with the deployment of Wireless Fidelity Hot Zones downtown along Pine Avenue and at the City's airport. Established through public/private partnership models, these Hot Zones continue to provide free wireless Internet access, at broadband speeds, to anyone in the area, as long as that person has a WiFi-enabled computer, cell phone, PDA, or other device. Individuals logging onto the network are first directed to a portal containing area-specific content on commercial services and local events. After viewing the portal, the user may access the Internet. Hot Zones are based on the IEEE 802.11 standards, and operate in the 2.4 GHz range.

Additional information about the City of Long Beach may be found on the City's website at www.longbeach.gov.

B. Purpose of this Request for Proposals

The City believes that the advancement of WiFi technologies has presented significant opportunities for local jurisdictions. Beyond merely building on its reputation as a “technologically savvy” metropolitan area, the City believes that the deployment of a citywide WiFi network will allow residents and businesses to experience significant economic and social benefits through increased options for broadband Internet connectivity. It is also believed that a citywide network will provide an enhanced experience for business or leisure-oriented visitors.

Therefore, the City desires to enter into a relationship with a firm to deploy, manage, and own a citywide network that best suits the City’s operational needs and the public’s Internet connectivity needs. *To appropriately plan for these new deployments, the City is issuing this Request for Proposals to determine the products, services, and any associated one-time and ongoing costs necessary to establish a citywide WiFi network.*

2. SCOPE OF WORK AND REQUIREMENTS

The following section describes Requirements and the Scope of Work for the project.

A. The Role of the City of Long Beach

During the design and deployment of the network, it is the City’s intention to act as the primary project manager and project facilitator. The City will ensure that the use of City assets abides by proper standards. Once deployed, the City will act as the anchor tenant for the network and ensure that the public’s interest and connectivity needs are upheld. The City reserves the right to modify the composition of the scope of services of this project. The City will make available upon request reports, documents, and other data (such as GIS) deemed useful for project completion.

B. Technology

The network will be based on 802.11 standards-based technologies and should be able to operate in both unlicensed and licensed spectrum. It is anticipated that the network will be used for fixed and mobile government, commercial, and residential activity.

Wireless access points will be mounted on certain City assets (the City owns 90% of the streetlights in the City’s jurisdiction); however, neither City traffic signals nor bandwidth may be used for the network. Other assets may be made available, including City buildings, on a negotiated basis. Access Points (APs) should be rugged and designed for outdoor use, yet conform to appropriate aesthetic norms. Minimum technical requirements are that a, b, and g devices are supported, with no dead zones citywide. Signal strength should not drop below 50% at any location throughout the City’s limits.

The vendor is asked to describe how the network will be secured, and what type of security will be used for end-user devices. Also the vendor is asked to include any

necessary information on the potential to upgrade the network for future technologies and standards, such as WiMax.

C. Vendor Responsibilities

If selected for this project, the vendor could have the following roles and responsibilities:

- Work with City personnel to design and deploy WiFi network.
- Provide, install, and configure WiFi network hardware and software.
- Provide project management of all vendor activities.
- Provide consistent updates on project schedule and budget status.
- Provide basic training and/or train-the-trainer training on WiFi network administration and end-user components of the system to City staff.
- Own, operate and provide ongoing maintenance or upgrades to the WiFi network.
- Develop and maintain area-specific web portals.
- Provide a network typology to the City.

D. Expected Uses

Some of the anticipated uses for the citywide WiFi network include:

- Fixed, Nomadic, and Portable Residential Use: Residents with access to the network should be able to access the Internet both from their home and anywhere else in the City.
- Fixed, Nomadic, and Portable Commercial Use: Businesses with access to the network should be able to access the Internet both from their primary business location and anywhere else in the City.
- Fixed, Nomadic, and Portable Government Use: City operations should be able to use the network both for work in the field and municipal offices citywide. The network should support a diversity of public safety, utility, educational, and social service oriented needs.
- Visitor/Tourist Use: Visitors or Tourists should be able to access the network.
- Public Use (see below)

E. Public Use: Parks, Redevelopment Areas and Public Space

As the Internet has the ability to assist with economic development, free service should be provided to end-users at identified parks, redevelopment areas, and other public space. This service would essentially resemble a “Hot Zone.”

Several Redevelopment Areas have been identified as potential Hot Zone locations; please see *Appendix A* for a listing of potential “Hot Zone” locations. In addition, the level of free service offered to end users in parks and other public spaces will be part of the evaluation criteria.

F. Franchise Agreement

It is the City’s intention to enter into a nonexclusive Franchise Agreement with the selected vendor. As with other existing Franchise Agreements, the City will receive a percentage of the vendor’s gross revenue as payment for the use of City assets and public right-of-way. The network must cover the entire City; no redlining will be permitted. Also, please explain how the services will be marketed to end-users.

G. Project Oversight

A Project Committee (Committee) has been assembled to direct the scope of the study, and approve the RFP. The Committee will provide guidance selecting the firm and monitoring and facilitating project progress. The Director of Technology Services will serve as the City’s project manager. He will have a lead staff support person who will be available as the firm’s primary point of contact. The selected team would be expected to meet with the Project Committee periodically.

3. REQUIRED VENDOR INFORMATION

Proposers must have the capability to provide the full range of required services as detailed in the Scope of Work. All proposals shall include the following information:

- Provide the legal name of your firm, street address, telephone number, and fax number.
- Provide a description of the organizational structure of the firm (e.g., individual, partnership, corporation, joint venture, etc.), as well as a company history.
- Provide the current number of personnel and the high and low variations over the last five years.
- Provide the current annual dollar volume of work, as well as any other pertinent information on your company’s financial stability.
- Provide a list of your contracts and purchase orders, if any, with the City of Long Beach during the past five years.

- Provide the name, street and e-mail addresses, and telephone number of your project manager/principal contact for this proposal.
- Provide the names and titles of the individuals who will be assigned to this project along with their resumes. Please include a table of the key personnel (those who report directly to the Project Manager), including their availability throughout the engagement. The City reserves the right to approve all key personnel and to request and/or approve replacements.
- If a team of firms submits a proposal, designate one person as the lead or Project Manager. All subcontractors involved in the project must be identified. This could include an Internet service provider, web portal designer, and a standards-based radio transmitter equipment provider. If other partners are used or needed, they must be mentioned in the proposal.
- Provide a representative listing of clients or customers who have received similar services or products as described in this RFP.
- Provide at least three references that the City may contact concerning your performance on similar projects. Public sector references should be given priority.
- Are you a Disadvantaged-, Minority-, or Woman-Owned Business Enterprise? Answering this question is optional; failure to answer will not disqualify your proposal.

4. PRICE AND COSTS

Provide specific costs to the City for the products, services, and requirements outlined above. Include any components or services necessary for establishing and maintaining a citywide WiFi network that have not been included in this RFP. Please list each good and service, and the corresponding cost to the City, in a summary table. Organize costs as those that are specific to *installation/deployment* and those that are *ongoing*. All costs are expected to be for a turnkey solution.

If the proposed business model does not require City expenditures for the deployment or maintenance of the WiFi network, please include the amount of private investment that your company plans to make in the City of Long Beach to establish the network.

A Project Plan with milestones and timelines should be included in the proposal. Payment will be made according to an agreed upon schedule of deliverables.

The vendor is also asked to provide the pricing schedule that will be used when the network is deployed. Prices should be included for resident, commercial, and government end users.

5. PREPARATION AND FORMAT OF PROPOSAL

A. Cover Letter

The cover letter should include a summary of the proposal, including a brief description of the project manager and key staff.

B. Project Approach

This section should demonstrate a thorough understanding of the Scope of Work and Requirements (Section 2) for the project. This section should also include all of the Required Vendor Information (Section 3). Provide an overview of your implementation strategy, project plan, and implementation timeline. Describe your general approach, organization, staffing, and costs (as identified in Section 4) for deployment and network maintenance.

A matrix/summary identifying the project manager and key personnel assigned to all phases of the contract, a budget, and timelines should be included. All sub-contractors (including Internet service providers and wireless radio suppliers) and their roles must be identified.

6. EVALUATION PROCESS AND CRITERIA

Members of the selection committee will individually review the proposals, and work as a group to select the most qualified candidates. The names of the selection committee members and their evaluations are confidential.

Selection will be based on the information submitted. Negotiations may involve one or more proposers, and the selection will be based upon the best interests of the City of Long Beach. In all cases, the City will be the sole judge as to whether a proposal has or has not satisfactorily met the requirements of the Request for Proposals. The name of the awarded vendor and the amount of the purchase will be disclosed to each vendor who has submitted a proposal. This is the only information that will be divulged if the contract is \$100,000 or less. If the award exceeds \$100,000, a contract will be executed subject to approval by the Long Beach City Council. You may make arrangements to view and/or purchase the contract by calling the City Clerk's Office at 562 570-6101. Please allow 60 days after the award for the contract to be filed.

Each member of the panel will evaluate and rank each proposal using criteria that includes:

- Completeness and appropriateness of written proposal
- Qualifications and experience of the firm and Project Manager in providing the required services as described in the Scope of Work

- Team organization, qualifications and experience of key personnel to provide the required services
- Project management methodology and schedule controls
- References and performance record on similar projects
- Knowledge and understanding of project needs, issues, and approach
- The ability to communicate with all levels of City personnel
- Proposed fees and the pricing schedule that will be used when the network is deployed. Prices should be included for resident, commercial, and government end users.
- Ability to meet or exceed technical requirements
- The level of free service offered in parks and other public space.

Appendix A: Potential Redevelopment Locations for FREE Public “Hot Zone” Use

Redevelopment *business corridors* are typically dense urban streets with a mix of low-rise and larger buildings on both sides of the street. WiFi deployment on corridors would be several city blocks along one main street. Most of the corridors have light posts or power poles for WiFi access point placement. Specific corridors are:

1. 4th Street between Cherry and Temple Avenues
2. Anaheim Street between Alamitos and Redondo Avenues
3. Pacific Avenue between Pacific Coast Highway and Hill Street
4. Atlantic Avenue between 56th and 59th Streets

Redevelopment *business areas* are dense urban locations. Some areas contain large buildings. Areas typically span 5-8 square city blocks. All areas have light posts or power poles for WiFi access point placement. Network deployment in these areas is expected to be along the primary business corridors; several corridors may run through a *business area*. Specific areas include:

1. Magnolia Industrial District: Roughly between Loma Vista and Pacific Coast Highway (South to North), and the river to Magnolia Avenue (West to East).
2. East Village Arts District: Between Ocean Boulevard and 7th Street (South to North) and Long Beach Boulevard to Alamitos Avenue (West to East), creating a square area.
3. Bixby Knolls Business Improvement Area: Roughly between 33rd and 46th Streets (South to North), and Long Beach Boulevard to Atlantic Avenue (West to East), creating a rectangular area.
4. Historic Node: Long Beach Boulevard between 53rd and Louise Streets (on the West side of Long Beach Blvd), and between 53rd and 55th Streets (on the East side of Long Beach Blvd.)