



**REQUEST FOR PROPOSALS FOR
FIBER OPTICS MASTER PLAN**

RFP NO. 56151

**RFP Issue Date:
March 22, 2017**

**Proposal Submittal Due Date:
5:00 P.M. PST, Friday April 28, 2017**

Purchasing Office, San Leandro City Hall,
835 E. 14th Street, San Leandro, CA 94577

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REQUEST FOR PROPOSALS

I. INTRODUCTION

The City of San Leandro desires to solicit qualified proposals for a consultant team to lead staff through the creation of a Fiber Optics Master Plan to guide the design, construction, implementation, maintenance, regulation, and funding of its fiber optics assets and related technologies in accordance with this Request for Proposals (RFP). Award resulting from this RFP will be a fixed contract with a prospective initial term of June 19, 2017 through June 18, 2018.

II. PROJECT OVERVIEW AND OBJECTIVES

The driving questions behind the need for this plan are:

- 1) How can the City better utilize its available fiber optics capacity within both the public and privately owned networks?
- 2) Where and how should the City expand its fiber optics network?
- 3) What funding opportunities exist for future expansion?
- 4) What options are available for the City to monetize its fiber optics assets?

The City is currently undertaking several “Smart City” projects that have a fiber optics component (see Project Description section) and the Master Plan should articulate a mission and vision that unifies these projects (and others) around its fiber optics network. In addition, the plan should include specific recommendations for appropriate policies and funding mechanisms to enable it.

The process should include the City Council, staff, the community, and private industry. The Consultant will work primarily with a Planning Committee made up of City management.

The City has allotted \$60,000 for this project and any proposals greater than this amount will not be considered.

III. BACKGROUND

3.1 City-Owned Fiber Optics Network

The City of San Leandro owns its own fiber optics network, consisting of approximately 14 miles of conduit and fiber strands throughout the city. These fibers can be accessed in various ways including within traffic signal boxes, splice boxes, and at City Hall, the Main Library and other termination points. See Attachment A.

3.2 Lit San Leandro Fiber Optics Network

In 2011, the City entered into a License Agreement with San Leandro Dark Fiber to build a commercial fiber optic network using the City’s existing 10.5-mile conduit. San Leandro Dark Fiber, and [Lit San Leandro](#), were created by Dr. Patrick Kennedy, CEO and Founder of [OSIsoft](#), the City’s largest tech company, to own and lease the dark fiber network. In exchange, the City

has ownership of 10% of the fiber (approximately 30 strands) installed by San Leandro Dark Fiber. There are no use restrictions related to the City’s ownership of these fibers. See Attachment D.

3.3 Federally Funded EDA Expansion

In 2012, the U.S. Economic Development Administration (EDA) announced that the City of San Leandro had applied for, and received, a \$2.12 million matching grant to expand the conduit network for fiber optics an additional 7.5 miles. This expansion was needed to extend Lit San Leandro into commercial and industrial areas where broadband access was unacceptably limited. Due to a favorable construction bidding environment, the expansion loop was extended to 10 miles; 9 miles are complete, and an additional 1-1.5 miles will be completed in 2017.

In January 2015, a First Amendment to License Agreement between the City of San Leandro and San Leandro Dark Fiber LLC was executed to include the EDA expansion areas. Most notably, the amended Agreement clearly identified ownership of the conduit, laterals and equipment related to the Lit San Leandro network; established a Service Level Agreement to identify maintenance responsibilities in case of damage to the network; and provides the City with ownership of 72 strands of fiber in the expansion conduit. There are no use restrictions related to the first 30 fibers. The remaining 42 strands are restricted to internal communications needs and public projects, exclusively.

3.4 San Leandro Commercial Broadband Strategy

Anticipating development of Lit San Leandro, in 2011 the City hired Tellus Venture Associates to assess priority business areas for fiber optic expansion; to review City policies and practices impacting broadband service development; and to make recommendations regarding specific policy and infrastructure initiative recommendations.

The [San Leandro Commercial Broadband Strategy](#) was adopted by the City in July 2012, with the following policy and infrastructure initiative recommendations:

Recommendation	Description
1. Formalize and promote existing broadband-friendly practices	Capitalize on the City of San Leandro’s competitive advantages regarding development to attract new business and investment
2. Make broadband a standard planning review criterion	Encourage the growth and universal availability of commercial-grade service by treating broadband similarly to other utilities.
3. Adopt a comprehensive open trench policy	Reduce costs and traffic disruption and encourage forward-thinking broadband construction through cost sharing and joint planning of street-cut projects.
4. Pursue opportunities for lateral connections to major fiber routes	Extend the benefits of San Leandro’s long haul and local dark fiber networks to under and unserved businesses by assisting construction of links to commercial areas and properties.

5. Support Lit San Leandro on a non-discriminatory basis	Lit San Leandro’s dark fiber network, including fiber strands owned by the City, is a resource few cities can offer and is a competitive advantage in attracting expanding and relocating businesses.
6. Develop WiFi hotspots in Downtown San Leandro	Encourage foot traffic and attract connected business people and consumers by providing WiFi Internet access as a free amenity.
7. Support business connections to broadband services	Add a broadband connection component to the City’s existing business incentive programs.

3.5 Broadband Strategy Accomplishments to Date

Creation of Chief Innovation Officer role: The CIO’s task is twofold: (1) develop the Lit San Leandro 10 Gbps fiber optic network as a unique infrastructure tool to attract, expand and retain innovative tech businesses and businesses in need of fast connectivity; and (2) to cultivate a healthy tech and innovation ecosystem designed to attract investment, companies and jobs to San Leandro.

Broadband Forgivable Loan Program: [The City provides matching funds](#) (in the form of a forgivable loan) of up to \$10,000 to reduce the cost of connecting a commercial or industrial building to broadband infrastructure. Since the program’s inception in 2012, \$82,501 of broadband loans have been disbursed to assist 10 businesses with lateral construction.

Network Expansion: (See Federal EDA Expansion Section).

Fiber to Schools: As of September 1, 2016, all 17 San Leandro Unified School Districts sites are [connected to the internet](#) with a dedicated, synchronous 10 gbps connection through City fibers acquired through the Lit San Leandro License Agreement. The City donated up to 10 strands of its allotment of fiber optics in the Lit San Leandro agreement and four were used for this purpose.

Launch of City Downtown Wi-Fi: The [free Downtown “Wi-Fiber” network](#) was launched in July 2015 with a network gateway device connected to City fibers installed atop an existing shopping center gateway sign at Pelton Plaza on E. 14th Street. Multiple access points on nearby street lights provide free, high-speed wireless internet access within an approximate four block radius. Since then, new access points have been installed along W. Estudillo to serve Casa Peralta and the San Leandro Museum.

First Amendment to License Agreement: In January 2015, the City approved adoption of an Amended License Agreement that includes, among other changes, expansion of the City’s

License Agreement to include San Leandro Dark Fiber/Lit San Leandro's access to the newly installed conduit.

Assembly Bill 2292: Authored by Assembly member Rob Bonta this state bill expanded the list of eligible projects for Infrastructure Financing Districts (IFDs) to include broadband development . This will provide a much needed tool to fund fiber optic network construction throughout the State. San Leandro's work on the Lit San Leandro project played a lead role in helping shape this bill and the City was a vocal supporter of it.

IV. SCOPE OF SERVICES

PROJECT DESCRIPTION

The following list will highlight the technology projects the City of San Leandro is currently pursuing and is interested in managing under a cohesive Fiber Optics Master Plan.

4.1 Areas of Focus

Street Lights and Poles: The City has executed an agreement with Climatec to replace all City-owned street lights with "smart" LED lighting. The lighting system will be centrally controlled, communicate wirelessly via 6LoWPAN and Wi-Fi, and can send alerts, as needed. This project, funded through a municipal lease, is forecasted to save the City hundreds of thousands of dollars per year in energy and maintenance costs. However, the street poles themselves are strategically important assets that can support additional technologies, such as Wi-Fi, sensors, and more. A Master Plan will help the City determine to the feasibility of connecting street poles to the fiber network to support additional technologies. It should address which areas of the City are of the highest strategic importance, which poles provide the best cost/benefit ratio for fiber connectivity, and the types of technologies that should be considered to be used on street poles, along with a simple pro forma cost analysis that can be applied for any pole. See Attachment B.

Traffic Signals: Modern traffic lights can be monitored and controlled centrally, and transportation engineers can use them to control traffic flows, assist public safety and emergency services, and more. The Master Plan shall include a description of the fiber optic infrastructure required to support the traffic signal system. See Attachment C.

Parking: The City is nearing completion of a comprehensive study regarding its downtown parking strategy. A parking control system, which will include the downtown parking garage and nearby lots and metered spaces, will require a communications system to support it. The Master Plan shall include a description of the fiber optic infrastructure required to support the parking system.

Wi-Fi: The City installed Wi-Fi in the downtown core and has expanded it to both community centers and the museum area. However, there is more demand – such as parks and additional commercial and economic development areas. A Master Plan will provide guidance on where the City should deploy Wi-Fi in conjunction with its other projects and construction. Additionally, the report shall address new technological advances in wireless technology, especially where these technologies could provide a lower cost solution to the current expense of constructing laterals from the network to the end-user.

Commercial Broadband: Lit San Leandro is fundamentally a business-serving initiative. Working in partnership with the City, Lit San Leandro has been successful in getting dozens of businesses and buildings connected to the network. The Master Plan should include strategies for continuing this process and using Lit San Leandro as a business attraction tool.

Residential Broadband: The City is highly interested in a thorough evaluation of the different business models that could be used to deploy a residential broadband network and would like to understand the pros and cons of each model. In addition, the City would like to have a ballpark cost for each model to ascertain a basic understanding of the financial commitments required. The Master Plan should also provide a high-level assessment of other technologies (either presently available or anticipated in the future, such as wireless broadband) that might provide a comparable quality of residential service at a lower cost.

Emerging Technologies: Drones, driverless cars, advanced robotics, and mobile hotspots are technology areas the City is interested in having a high level understanding of as it related to City governance and management. A Master Plan should address, at least in brief, how the City should begin to prepare itself for these advances as it related to their fiber planning.

Policy Guidance: In general, the City would like an overview of broadband-friendly policies that can be used to support its Fiber Optics Master Plan. In particular, the City would like a detailed evaluation of “open trench” policies and clear guidance regarding how one should be structured in the City of San Leandro. A basic overview of how open trench policies have been structured in other cities and counties and an evaluation of their effectiveness, different models, and costs, is desired.

The City is also interested in guidance relating to telecommunications projects, such as small cell deployments and 5G, where City assets may be utilized by private firms in an asset sharing model with revenue potential for the City.

4.2 Deliverables

A final Master Plan must include the following Deliverables

1. A “big picture” vision that unifies the City’s goal to become a center for innovation in the Bay Area with its current and future projects as it relates to fiber optics technology and a methodology to evaluate technologies from the perspective of its fiber optics vision.
2. Analysis of the Area of Focus, including how the city can utilize its fiber optics capacity by connecting its street poles and other assets, with specific recommendations regarding what the City’s fiber optics network connections should be over the next five-to-ten years (see #3).
3. A detailed map of the City showing locations where existing fiber optic cable is located and where future fiber optic cable should be located to achieve the goals listed above. Each present location should indicate the number of fibers in place, each future location should indicate the likely range of fibers needed.
4. A detailed analysis of the models available to deploy residential broadband, including an evaluation of costs and organizational capacity required to deploy each model.
5. A minimum of two community events to discuss the Master Plan and collect feedback from community members and local business owners. The feedback should be summarized in the report. There will also be at least one (and possibly more) public presentations to the City Council and Committees.
6. A policy section with clear guidance regarding broadband policies, such as open trench, and ordinances regarding monetization of City assets.

4.3 Project Management

The selected Consultant shall work closely with the City to provide project management.

4.4 Documentation

The selected Consultant shall be responsible for providing all reports, documents, and supporting materials to the City for future use.

V. PROPOSAL REQUIREMENTS

Each response must include the following information in detail:

1. Summary
2. Description of Planning Activities
3. Work Plan, including schedule
4. Firm History/Background
5. Resumes of Staff Involved
6. Budget
7. Past Engagements and Examples of Previous Work
8. References (at least 3 names with contact information)

Any additional information the Consultant wants to include that may help the City's decision may be included in the proposal.

Any service that is referred to in the body of a proposal (does not pertain to attachments and brochures) will be considered included in the basic offer.

5.1 Assignment and Subcontracting

The Consultant may not subcontract, transfer, or assign any portion of the contract without prior, written approval from the City. Each subcontractor must be approved in writing by the City. The substitution of one subcontractor for another may be made only at the discretion of the City and with prior written approval from the City.

If awarded a contract under this RFP, the Consultant, notwithstanding the use of approved subcontractors, shall be the Prime Consultant and shall be responsible for all work performed.

As part of response to this RFP, the Consultant must delineate the responsibility of any and all subcontractor(s) to be utilized for this project.

5.2 Right to Refuse Personnel

The City reserves the right to refuse, at its sole discretion, any subcontractors or any personnel provided by the Prime Consultant or its subcontractors for cause.

5.3 Joint Ventures and Partnering

Proposals from joint ventures or entities partnering for a specific service must be designed to minimize any administrative burden on the City as a result of the participation of multiple entities.

The Proposal shall clearly set forth the respective responsibilities and functions that each Principal of the joint venture or partnering entities would perform if awarded a contract pursuant to this RFP.

The Proposal must include a copy of the joint venture or partnering agreements that identify the Principals involved as well as their rights and responsibilities regarding a contract pursuant to this RFP.

The Proposal transmittal letter must be signed by each Principal of the joint venture and include all required information.

5.4 Non-Collusion Affidavit

The Consultant declares, by signing and submitting a proposal, that the proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the proposal is genuine and not collusive or sham; that the Consultant has not directly or indirectly induced or solicited any other Consultant to put in a false or sham proposal, and has not directly or indirectly colluded, conspired, connived, or agreed with any Consultant or anyone else to put in a sham proposal, or that anyone shall refrain from proposing; that the Consultant has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price of the Consultant or any other Consultant, or to fix any overhead, profit, or cost element of the proposal price, or of that of any other Consultant, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the proposal are true; and, further, that the Consultant has not, directly or indirectly, submitted his or her proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, proposal depository, or to any member or agent thereof to effectuate a collusive or sham proposal.

VI. SUBMITTAL REQUIREMENTS

Consultants shall submit Items 1-8 as stated in *Section V. - PROPOSAL REQUIREMENTS*. Consultant is required to indicate the *Designated Contact* in the proposal package. Include the designated contact individual's name, address, phone number(s) and email address.

One original and an electronic copy of the proposal shall be submitted. The original shall be printed double-sided on recycled-content paper. The original proposal must contain original signatures and must be easily reproducible on a standard copying machine. The proposal shall be signed by an individual(s) authorized to execute legal documents on behalf of the Consultant.

Proposals shall be received by the City of San Leandro Purchasing Office no later than **5:00 p.m. on April 28, 2017**. Late proposals will not be considered under any circumstance. Mail or deliver proposals to:

City of San Leandro
Julie Jenkins, Purchasing Agent
Finance Department
835 E. 14th Street
San Leandro, CA 94577
(510) 577-3472 Voice

Failure to provide all required submittals in completed form and/or a clearly marked original with original signatures may result in a proposal being found non-responsive and given no consideration. Proposals must be neat, complete, and fully address all information specified in **Section V**.

For information concerning RFP questions, procedures and regulations (i.e., submission deadline, forms required, etc.) interested parties must contact the City’s Purchasing Agent. All questions shall be submitted via email.

CITY OF SAN LEANDRO

Julie Jenkins

Purchasing Agent

Email: juliejenkins@sanleandro.org

VII. ESTIMATED SCHEDULE

The following RFP Schedule of Events represents the City’s best estimate of the schedule that will be followed. The City reserves the right, at its sole discretion, to adjust this schedule as it deems necessary. Notification of any adjustment to the RFP Schedule of Events will be provided in the form of an addendum, posted on the City’s website:

http://www.sanleandro.org/depts/finance/purchasing/quotes/current_rfps_rfqsasp.asp

RFP Issue Date	3/22/17
Final Question Submission Deadline	4/14/17
Proposal Submittal Due Date (no later than 5:00 pm)	4/28/17
Proposal Evaluation Completion	5/15/17
Award of Contract (Tentative)	June 2017

VIII. EVALUATION OF PROPOSALS

Proposals must fully address the evaluation factors, contain complete technical submittals, references and data to verify qualifications and experience and include a statement that the City contract can be executed, listing any exceptions. Proposals without sufficient submittal data to provide a complete evaluation will be considered non-responsive. As part of the technical proposal, Consultants must evaluate the City’s proposal terms and conditions. Any exceptions taken to the proposal specifications and/or the City’s Consulting Services Agreement must be listed as a separate item as *Exceptions to Specifications*.

The Planning Committee will review all proposals and will consider all factors it deems relevant and proper, including but not limited to: price, quality of proposal, references, experience/resume of team members, reputation of the firm, and availability.

All proposals will be reviewed for compliance with specifications including documented capability to perform the prescribed work in a satisfactory manner. Proposals, which appear to be compliant, will be evaluated on a point system (0-100 points, with 100 being the best possible score) in accordance with the following:

Criteria	Possible Points
Proposal Submission. <ul style="list-style-type: none"> • Quality of the proposal • Adherence to the requirements • Alignment with the Areas of Focus 	40
Qualifications. <ul style="list-style-type: none"> • Expertise of the fields necessary to execute the proposal • Recent relevant experience of team members • Professional qualifications and education of team members • Verifiable record of past successes • References 	25
Project and Implementation Plan. <ul style="list-style-type: none"> • Methodology for data collection, analysis, and reporting. • Approach for demands from diverse stakeholders 	25
Pricing <ul style="list-style-type: none"> • The City has allocated \$60,000 for this project. Any Proposals exceeding this amount will not be considered. 	10
TOTAL POINTS FOR WRITTEN PROPOSAL	100

The City reserves the unilateral right to amend this RFP in writing at any time. The City also reserves the right to cancel or reissue the RFP at its sole discretion. Additionally, the City may seek clarification or additional information from Consultants. All Consultants shall verify if any addendum for this project has been issued by the City and shall respond to the final written RFP and any exhibits, attachments and amendments. It is the Consultant’s responsibility to ensure that all requirements of contract addendum are included in their submittal. This RFP does not commit the City of San Leandro to sign an agreement, award a contract, or to pay any costs incurred in the preparation of a response to this RFP. All documents, conversations, correspondence, etc. with the City are subject to the laws and regulations that govern the City. All Proposals submitted in response to this RFP become the property of the City and public records, and as such may be subject to public review.

The City reserves the right to reject any or all proposals and the right to waive minor irregularities in any proposals. Waiver of one irregularity does not constitute waiver of any other irregularities.

Because this proposal is negotiable, all pricing data will remain confidential until after award is made, and there will be no public opening and reading of proposals.

IX. DELIVERABLES REQUIRED OF SUCCESSFUL CONSULTANT

The successful Consultant(s) shall enter into a Consulting Services Agreement with the City of San Leandro and submit the following items *within ten (10) days of notice of award*:

1. City of San Leandro business license; to be maintained throughout length of contract
2. Copy of Certificate(s) of Insurance and endorsements in compliance with the requirements of Section 4. of **Attachment E, Consulting Services Agreement (CSA)**, and naming the City of San Leandro as an additional insured.
3. Completed IRS W-9 tax form
4. Self-verification form which shows compliance with the City of San Leandro Living Wage Ordinance

X. CONDITIONS

10.1 Permits and Codes

The selected Consultant will comply with all laws, codes, rules and regulations of the State, County, and City, applicable to the work to be performed at the City's location(s). The Consultant, who shall pay all lawful charges, shall obtain all permits lawfully required.

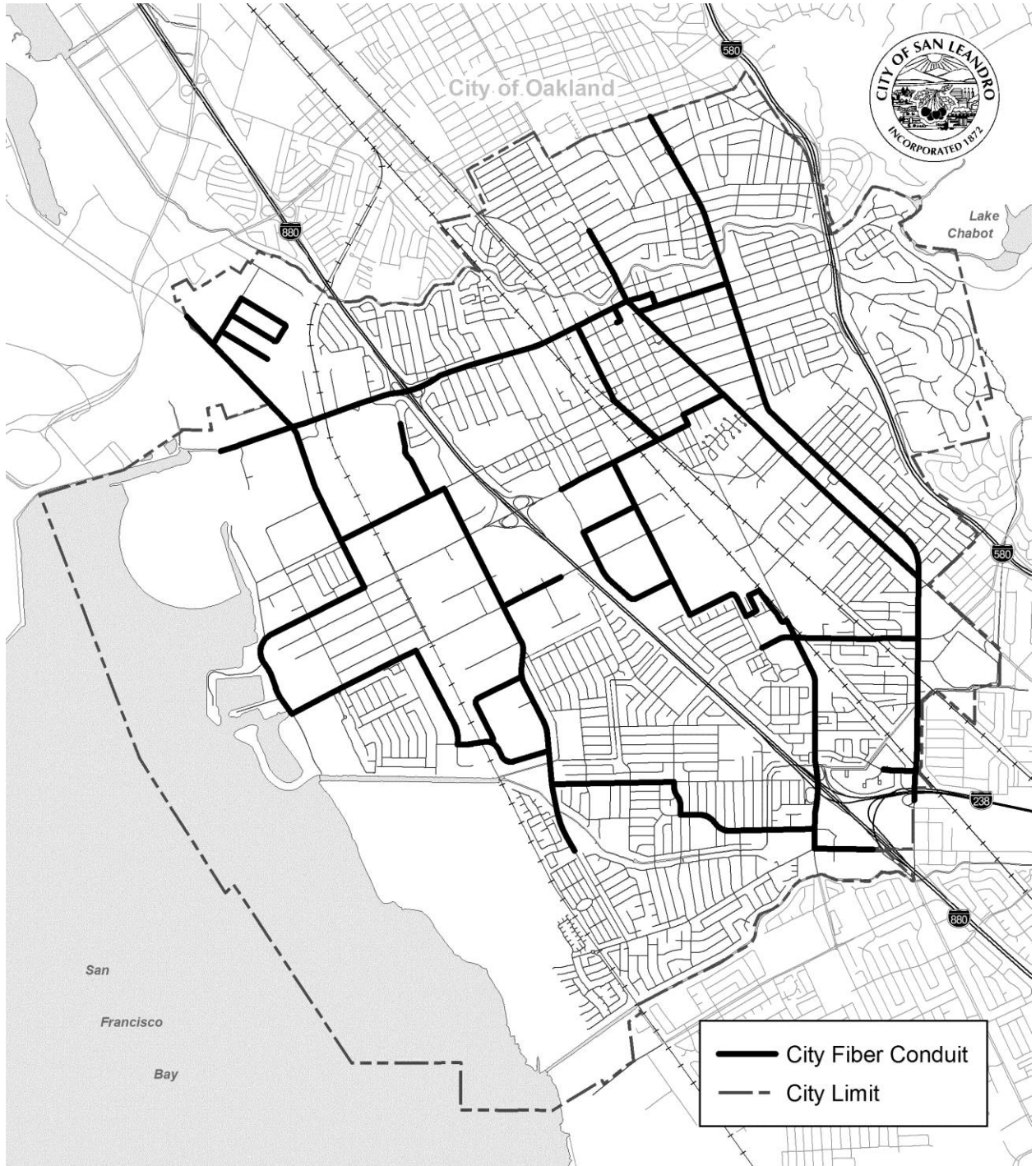
10.2 City of San Leandro Living Wage Ordinance

The San Leandro Municipal Code Title 1, Chapter 6, San Leandro's Living Wage Ordinance (LWO), provides that Consultants who engage in a specified amount of business with the City (except where specifically exempted) under contracts which furnish services to or for the City during the City's fiscal year shall comply with all provisions of this ordinance. The LWO requires a City Consultant to provide City mandated minimum compensation to all eligible employees, as defined in the Ordinance. In order to determine whether this contract is subject to the terms of the LWO, the selected Consultant must submit a completed self-verification form. Please note that the LWO applies to those contracts where the Consultant has achieved a cumulative dollar contracting amount with the City. Therefore, even if the LWO is inapplicable to this contract, change orders to this contract or the entering into of subsequent contracts may make them subject to compliance with the LWO. Furthermore, the contract may become subject to the LWO if the status of the Consultant's employees change (i.e. additional employees are hired) so that Consultant falls within the scope of the Ordinance.

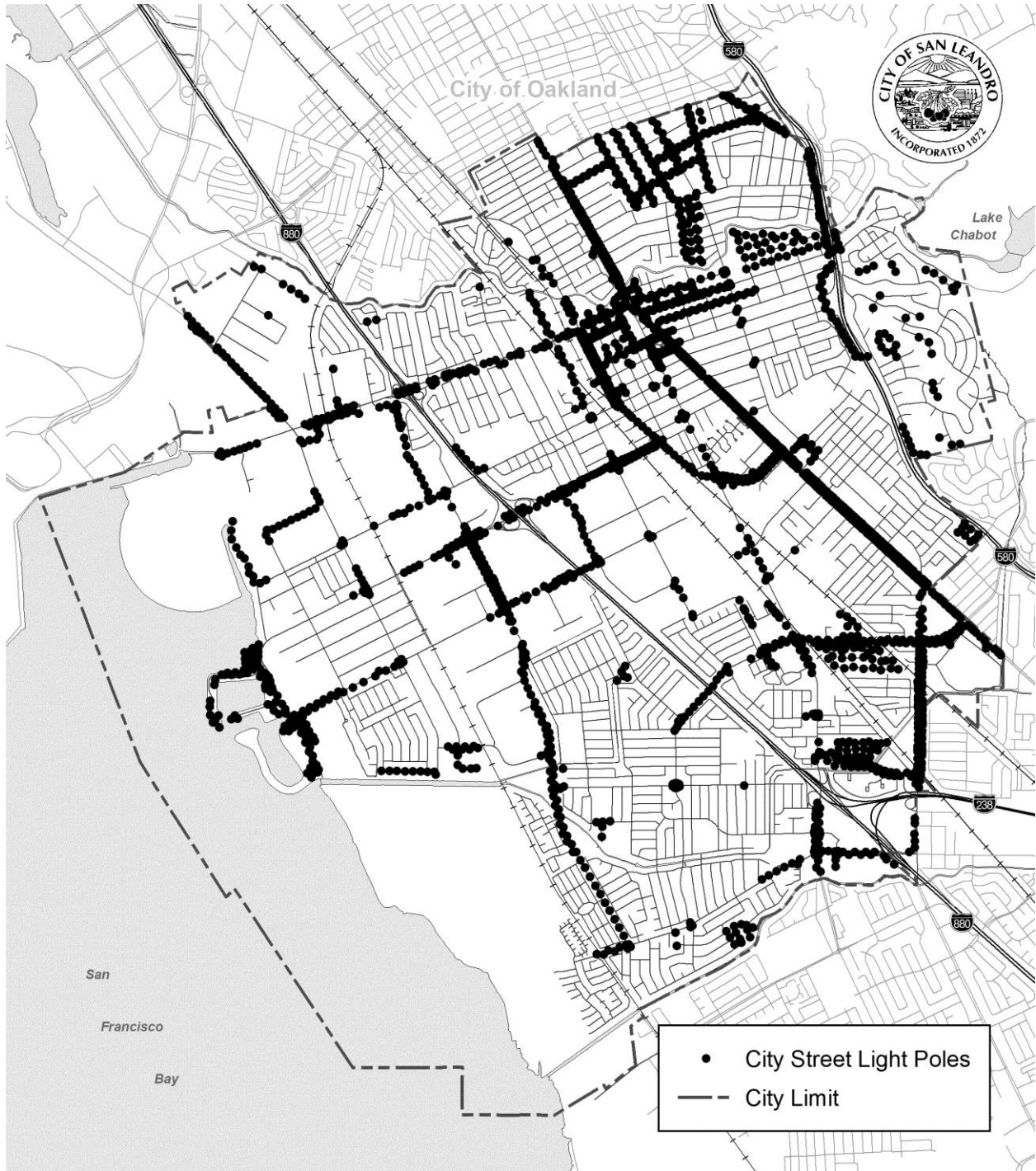
10.3 Insurance Requirements

Requirements are incorporated in Section 4 of **Attachment E**, *Consulting Services Agreement (CSA)*.

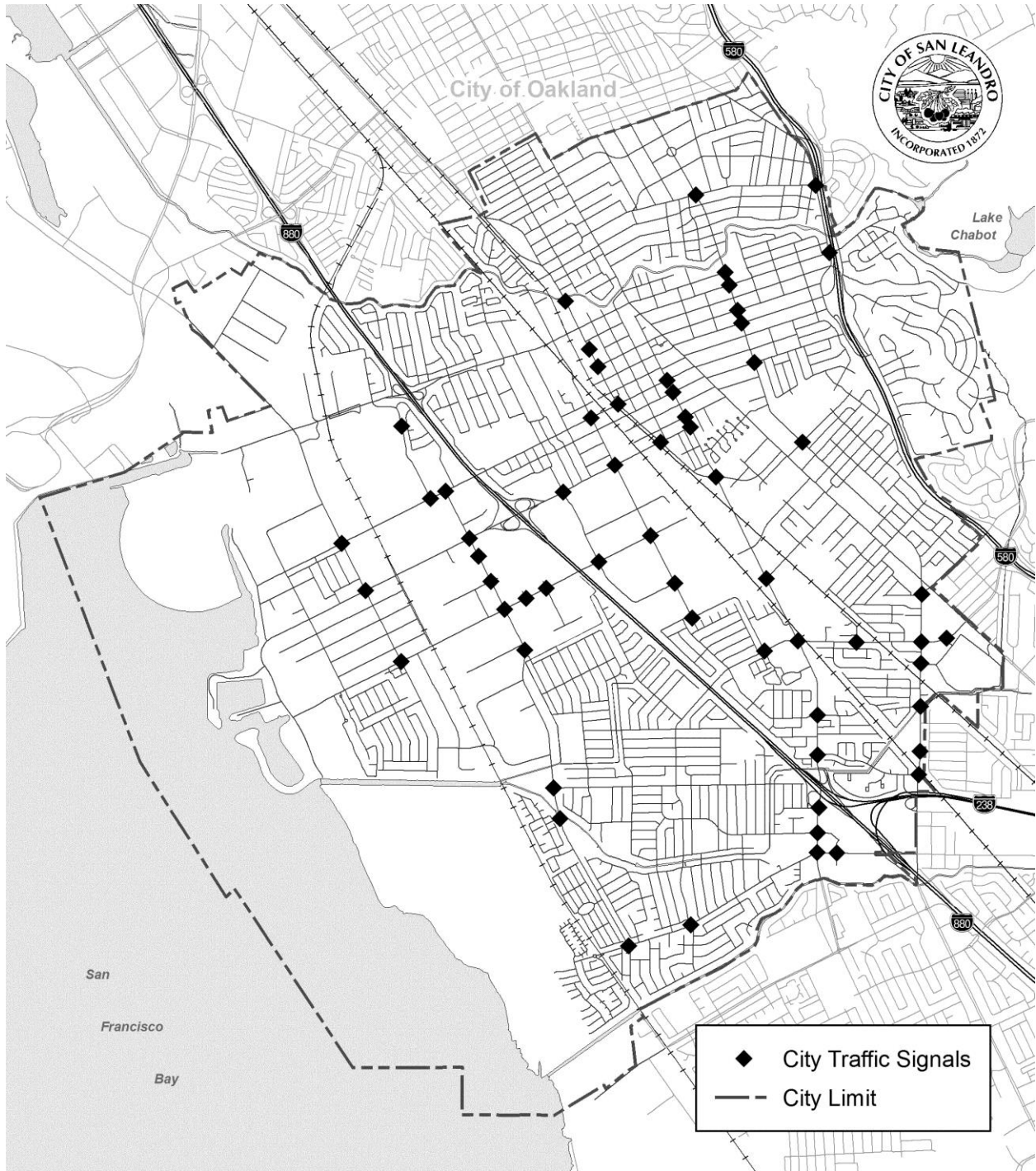
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ATTACHMENT D – LIT SAN LEANDRO CONDUIT LATERALS

