

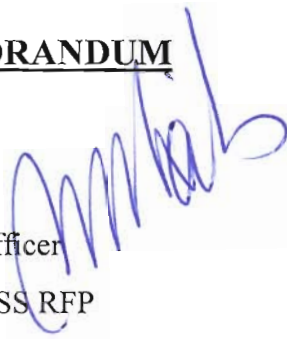
MARIN GENERAL SERVICES AUTHORITY

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MEMORANDUM

DATE: January 12, 2006
TO: MGSA Board of Directors
FROM: Martin J. Nichols, Executive Officer
SUBJECT: AGENDA ITEM H: WIRELESS RFP



Recommended Action: Provide direction in developing and issuing a Request for Proposal to secure wireless lessees for aging streetlights.

Background:

There appears to be multiple vendors interested in utilizing our streetlights for wireless internet services. Our objective is to get the best deal possible when we choose to lease access to our poles.

The best way to determine what is the best deal may be to develop and issue a Request for Proposal to the entire market.

I have obtained such a proposal from a MTA consultant to have a basic concept to discuss with your Board. This proposal is attached and summarized as follows:

Work Plan:

- a) Assess community needs and potential public agency uses of a wireless network.
- b) Determine the operational relationship between the new wireless network and the current MERA and MIDAS networks.
- c) Assist the MGSA Board in determining its goals for a wireless network.
- d) Prepare and issue a wireless RFP.
- e) Evaluate responses.
- f) Negotiate an agreement with the selected vendor.
- g) Provide project oversight during network deployment.

The cost for this scope of work would be about \$73,000.

I request your Board's direction on your interest in proceeding with this project.

We have about \$100,000 in available resources in the agency's budget.



MEMORANDUM

Date: November 28, 2005

To: Martin Nichols
Executive Director
Marin Telecommunications Agency

From: Tom Robinson
Executive Vice President
CBG Communications, Inc.

cc: Dick Nielsen, Sr. Engineer

SUBJECT: Wireless System Needs Assessment, Associated RFP Development, Vendor Selection and Negotiation and Implementation Oversight

Per your e-mail request and our discussion, CBG is pleased to provide this proposal to perform a wireless needs assessment study, associated RFP development, vendor selection and negotiation assistance and implementation oversight tasks for the Marin General Services Authority. Based on the project elements outlined in your e-mail correspondence, we have developed the following project approach and scope of work:

SCOPE OF WORK

1. Needs assessment of community and local agency needs and potential uses of wireless broadband - It will be necessary to understand how a wireless broadband system can enhance existing connectivity, as well as provide broadband connectivity where none is being providing today. In this vein, some of the potential users and uses are:

- Government communications services
 - Public Safety (Police and Fire)
 - Public Works
 - Social services
 - Wireless connectivity and enhancement to the MIDAS and MERA networks (covered in more detail below)
 - Emergency notification
- Residential
 - Areas not served by cable modem, DSL or other forms of broadband
 - Digital divide issues
 - Areas requiring portability
- Business
 - Areas not served by cable modem, DSL, or other means such as fiber optics
 - Impact on economic development and tourism

To this end, CBG proposes the following activities and tasks:

- CBG would perform a high-level analysis of existing telecommunications infrastructure/services in the areas overseen by the MGSA. This would include identifying broadband access options available to the communities in the MGSA member area, as well as businesses, residents, and schools within the area

including provider names, contact information and general availability and functionality as well as the costs for those services.

- CBG would identify the current demand for wireless broadband services in the MGSA-member area. Focus groups and discussions will be held with local officials to determine internal needs, as well as known, unfulfilled, Community broadband needs and demands and concerns for current and future wireless telecommunications in the area. Specifically, various local agency staff such as IT, economic development, public safety and administration, and elected officials will have a sense for what current governmental as well as residential and business needs may exist. In addition to these meetings, a thorough review of any relevant public documents will be beneficial.

Focus groups would also be held with representative community and business organizations concerning their wireless broadband needs.

- An optional mail-out or telephone survey of the residential community's wireless broadband-related needs can also be performed if desired by the MGSA, at the cost indicated at the end of this document.
- From the data gathered CBG would evaluate wireless broadband models to meet the needs assessed and begin to identify the parameters that would be needed in an RFP.

2. *Wireless connectivity to MIDAS and MERA* - Because MIDAS and MERA are critical to the connectivity and communications applications of government and educational entities in the MGSA-member area, it will be extremely important to look at the functions of the 2 systems that are synergistic with a wireless broadband network and how such a network can both interconnect to and expand and enhance the capabilities of MIDAS and MERA. CBG would work with the architects, engineers and

operations personnel for both networks to explore the most feasible and efficient integration of a wireless broadband system.

3. Report to the Board on goals for a wireless network (uses and potential income) - Based on the information gathered in the above steps, we will be able to equip the MGSA with the information needed as well as a basis for going forward with an RFP for a wireless system in the MGSA-member area. The above mentioned steps will also ensure a high level of government official, business and residential input into and understanding of the ultimate wireless network model and solution.

This information would all be provided in a report to the Board, identifying potential system models, costs/benefits, identified uses and users and potential income if a revenue generating (rather than revenue neutral) model is pursued. Feedback from the Board would be incorporated in the overall data set before an RFP is developed.

4. Preparation of an RFP to solicit wireless proposals – Based on the information determined during the needs assessment as well as feedback from the MGSA Board, CBG would prepare an RFP to be sent to vendors, service providers, system integrators and others in the wireless industry to develop a system to meet the needs ascertained, as well as the Board’s goals and objectives. This RFP would cover a wide range of subject areas that would require both a comprehensive and cost effective response from the wireless industry. For example, subject matter could include:

- Specification of the type of technologies to be used (such as WiFi, WiMax, etc.) as well as alternatives proposed by the respondent.
- Applications to be enabled, such as internet access, remote access to central databases for field workers; telecommuting; tourism enhancement; overcoming digital divide issues; emergency communications; etc.
- Constituencies to be served such as the general public, businesses, institutions, tourists, etc.

- Geographical area to be served, including use of public infrastructure, such as street lights, buildings, etc. ; topographical challenges; seasonal issues (such as dense foliage areas evident in the summertime), etc.;
- A variety of operational issues including: back office support; security; backhaul methods; throughput; priority access for critical public safety communications; server requirements; ISP choices; maintenance; system redundancy; survivability during natural or manmade disasters; etc.
- Construction, installation and acceptance testing
- Potential implementation of a pilot
- Cost of implementation
- Cost to the MGSA
- Cost to users

5. *Recommendations on who to send the RFP to* – CBG has broad-based knowledge of the wireless industry, including well established providers, new entrants, those that place a significant focus on partnerships with local governments, vendors, ISP's, etc. and we would develop a list of potential respondents to ensure the most fruitful possible distribution. We would follow this up with contacts with these entities to ensure receipt of the RFP as well as to gauge interest in responding.

6. *Evaluation of RFP responses* – CBG would establish criteria based on the depth, breadth, viability, reasonableness and cost effectiveness of the responses to each element of the RFP and work with the MTA to fairly and objectively review the proposals, rank them, select finalists for in-person interviews (if desired by the MGSA), and select the best respondent to meet the Board's goals and objectives for wireless service deployment.

7. *Negotiation of agreement(s) with selected vendor(s)* – CBG has extensive experience in contract negotiations and will assist the MGSA in developing a contract

with the selected respondents that provides the highest level of benefit for the cost proposed, and includes performance guarantees as well as bonding, insurance, indemnification and other protections for the MGSA as part of the contract.

8. *Technical oversight of vendor deployment* – Once chosen, CBG would work with the MTA to oversee the development of the system to ensure that all technical specifications have been met; the system is in good working order throughout the specified service area, is achieving system operation in accordance with the parameters established by contract and is enabling the services designed to be provided. Once fully operational, CBG would work with the MGSA to address any operational issues that may arise.

PROJECT COST

CBG estimates that the following hours and associated costs would be needed to perform each of the project elements for the Wireless Study, RFP Development and System Implementation Project:

Category	Task Hours	CBG Cost
Needs assessment of community and local agency needs and potential uses of wireless broadband	85	\$14,450***
Wireless connectivity to MIDAS and MERA	35	\$5,950
Report to the Board on goals for a wireless network (uses and potential income)	16	\$2,720
Preparation of an RFP to solicit wireless proposals	50	\$8,500
Recommendations on who to send the RFP to	16	\$2,720
Evaluation of RFP responses	40	\$6,800
Negotiation of agreement(s) with selected vendor(s)	50	\$8,500
Technical oversight of vendor deployment	*80+	\$13,600
Sub-Total	372	\$63,240**
CBG would be reimbursed for expenses such as long distance telephone, contract clerical charges, postage, copy and reproduction expenses, Fed Ex or courier expenses, other similar expenses and where needed, travel expenses such as airfare, hotel, ground transportation, etc. 15% above Professional Services fees is used for estimation purposes.		\$9,486
Total (if all tasks are performed at the hours projected)		\$72,726
* Technical oversight of vendor deployment may encompass significantly more hours, depending upon the ultimate size and nature of the system. Task hours required over and above the 80 projected could be performed on an hourly basis as needed and directed by the MGSA.		
** A rate of \$170 per hour is used for cost estimation purposes in this proposal.		

After you have had a chance to review the above, we can discuss any of the items in more detail and adjust them to meet the MGSA's final project and budgetary goals. We appreciate our continued work with the MGSA and the opportunity to provide this proposal.