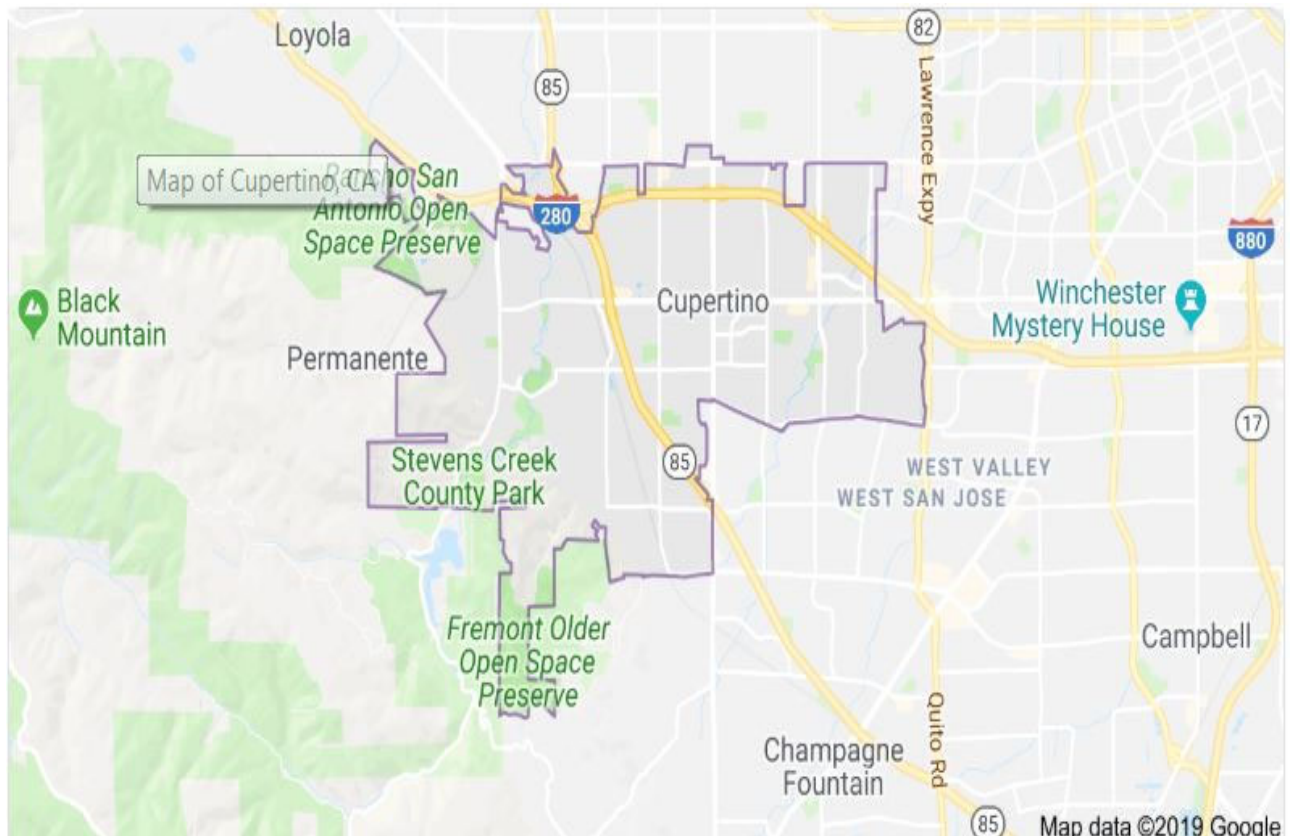


**RFP for City OF CUPERTINO, CA
to develop a comprehensive Wireless and Fiber Master Plan.**



**Issued by
CITY OF CUPERTINO
REQUEST FOR PROPOSALS
APPLICATIONS DUE <Aug 22nd, 2019>**

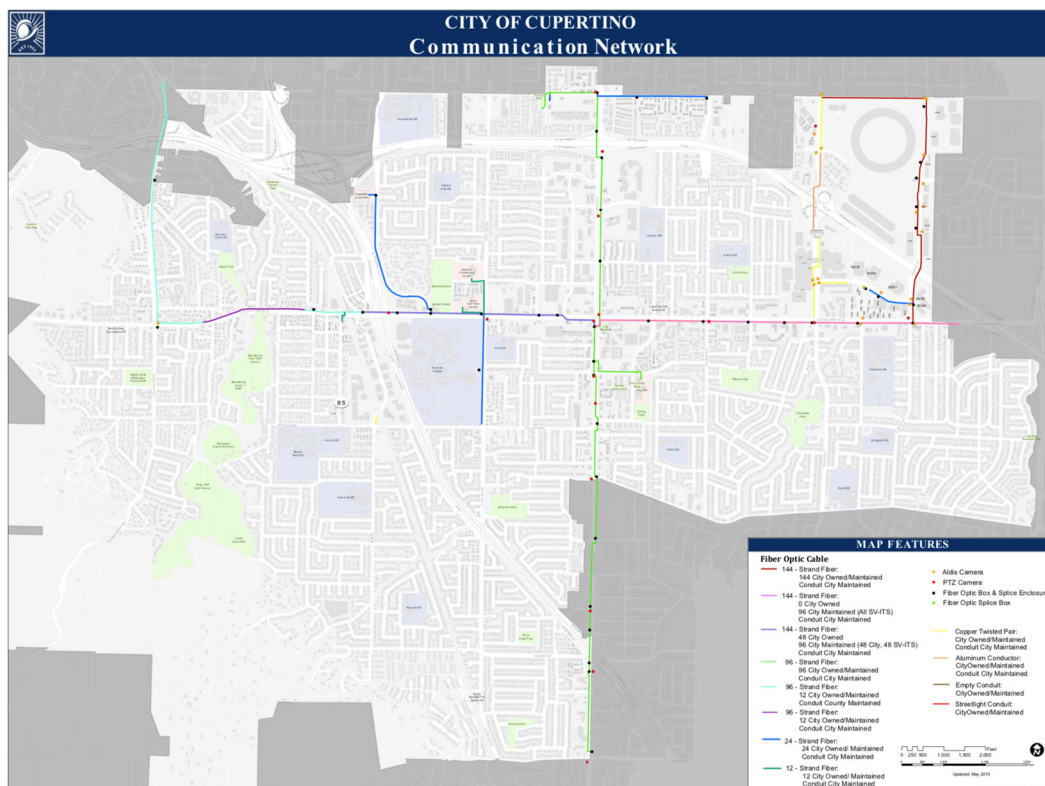
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I. Introduction

The City of Cupertino releases this RFP with the goal of considering creative solutions from the private and/or public sector to bring next-generation Wireless and Fiber master plan to deploy advanced Internet Protocol (IP) based services to the residents and businesses of the City of Cupertino.

This comprehensive Wireless and Fiber Master Plan should also enable the City to deploy, manage, and utilize Smart City technologies throughout the city, and will directly support the City's vision for a Smart Street Lighting and Smart Pole System to deploy next generation services - covering – Wireless Antenna (including small cells, micro cells, and other wireless service facilities), Dig Once policy, 5G, IOT, Smart Parking, Alert Systems. The current Fiber communication network for City for Cupertino is as below -



Some benefits that the City anticipates and expects to further explore include:

1. Develop intelligent transportation for smart traffic signal synchronization, mass transit priority, public safety, parking and traffic, WIFI, streaming video, credit card services, EV charging, environmental sensors, vehicle and pedestrian counting and access control.

2. Develop a high-speed communications platform that will supplement City of Cupertino existing wireless/cable services, increasing competition, speed and functionality while allowing Cupertino to enable new high-bandwidth services Smart City projects.
3. Provide enhancements to public safety and disaster recovery services utilizing a high-speed communications platform.
4. Enable next generation online services and communications between departments throughout the City.

II. RFP Schedule

- June 15th, 2019 RFP Released
- June 20th, 2019 Deadline to submit Letter of Intent to the city
- July 10th, 2019 Deadline to submit Questions to the city
- July 23th, 2019 Answers to Questions posted on website...
- Aug 22th, 2019 Proposal Submission to RFP Due
- Sept 16th, 2019 Proprietary interviews to begin.

Proposals are to be submitted to: XXXX

III. Facts and Description

ABOUT THE CITY OF CUPERTINO

Cupertino, California, is on the western edge of Silicon Valley against the foothills of the Santa Cruz Mountains. With a population of 64,000 people within 13 square miles, Cupertino is 42 miles south of San Francisco and is home to high-tech companies, most notably Apple Inc.

According to the American Community Survey of the US Census Bureau, the median income for a household in the city was \$118,635, and the median income for a family was \$140,199. The per capita income for the city was \$44,774. About 3.6% of families and 5.2% of the population were below the poverty line, including 3.9% of those under age 18 and 8.1% of those age 65 or over.

Cupertino is known for its high housing prices as the majority of residential properties are multimillion-dollar homes as of 2017, with the entry-point into a single family home at about 1.5 million dollars in the Cupertino HS area, and the entry point at 1.7 million dollars in the Monta-Vista HS area. Many smaller homes start from high \$1 millions, mid-size homes start from low \$2 millions, and larger executive homes start from mid \$2 millions and can go up to as much as \$4 million, as of today.

IV. Project Overview and Goals

The City of Cupertino (the “City”) is soliciting proposals from qualified firms to develop a Wireless and Fiber Network Strategic Plan (Plan) with a near-term focus on wireless

deployment and a long-term consideration of other wireless technologies. The preferred consultant must demonstrate prior experience working with government agencies developing plans to build wireless broadband networks. The Plan would be used to strategically develop the City's wireless telecommunication infrastructure to meet the needs of the City taking into account the current fiber deployment. The successful responder should also be able to utilize the Plan and work on the City's behalf to develop agreements to construct, manage, and leverage certain City assets and telecommunication infrastructure with third parties in later stages of the plan. The ideal responder would demonstrate expertise in several areas including: • Park, Campus or Citywide Wireless design and planning; • Similar strategic plans in other jurisdictions; • Outdoor Distributed Antenna System ("oDAS") and small cell design and lease agreements; An important aspect in the development of the Plan is to determine if the City's existing telecommunication conduit and dark fiber optic backbone system can be fully leveraged for the deployment of Wi-Fi in certain high traffic commercial zones and City parks, or for a more ambitious citywide multi-use wireless network ("wireless network") with the capability of supporting mobile broadband for public safety staff and other field-based staff, wireless communications support for the implementation of future Smart Grid applications, in addition to providing some level of Wi-Fi broadband connectivity for the general public and businesses. Parties interested in responding are required to submit their proposals using an electronic bid management system. The link to the system is below. The responder is solely responsible for "on time" submission of their electronic proposal. The City will only consider proposals that have been transmitted successfully and have been issued an e-bid confirmation number with a time stamp from the Bid Management System indicating that bid was submitted successfully. All proposals have to be successfully submitted no later than 8 AM (PT) on August 22, 2019.

GOALS OF THE WIRELESS AND FIBER NETWORK STRATEGIC PLAN

The City seeks to develop a ten-year strategic plan and related implementation roadmap to guide Wireless and Fiber network infrastructure deployment and service offerings. The strategic plan will:

- Identify the wireless-related business/operational requirements for the City and the public
- Provide recommendations regarding effective use and integration of City fiber and wireless assets to meet those needs, including (but not limited to) recommendations to address and resolve constraints or challenges
- Recommend a viable operating, business and financial options for the build out and use of the City's wireless network to meet the City's and community needs
- Propose guidelines for wireless network deployment and service expansion that the City will pursue in the future – providing a framework for determining what projects/service offerings would be undertaken – and a process the City can follow to evaluate areas of potential build-out
- Provide a guideline document that the City can use as a conditional requirement for new developments in the City. This document would require developers whose projects are encompassed by the conditions to include fiber conduit runs to designated City trenches and/or pull-boxes as a part of said

projects

- Identify resource requirements for both capital investment (order of magnitude funding), and staffing levels and expertise to implement and operationalize the recommended wireless network development and service provision role, including ongoing lifecycle management
- Provide an implementation roadmap for the wireless network build-out and services plan based on the recommendations.

City of Cupertino seeks wireless and wireline broadband services that will benefit the public, the business community, visitors and County and local government authorities. The City has identified the following primary objectives for this endeavor. The Counties believe meeting these objectives will not only benefit all those who live and work in City of Cupertino, but also the private partner or set of partners the Counties select through this RFP by fully utilizing the network for a wide variety of purposes.

- a. Ensure universal wireless broadband access for all residents in the county. The Counties envision multiple service levels on the network ranging from free service for all to high speed premium services optimized for video. Through-put performance and/or length of time of use for the free service may be different than the premium services.
- b. Stimulate economic development and promote job creation by enabling business entities in retail and industrial areas to purchase access to the Network in a timely fashion and at affordable rates.
- c. Improve the services provided by the City and the local governments within the City. A robust Network will enhance the ability of residents and visitors alike to have ready access to information provided by the City and other local governments. In addition, the City is interested in exploring the potential of VoIP, telemetry and camera surveillance over the Network. The Counties also desire to use the Network for applications such as permitting, inspections, health services, and probation tracking among others. The Counties are interested in anchor tenancy discussions.
- d. Enhance education and improve the interaction between teachers, students and parents. These educational enhancements may support one to one laptop initiatives, as well as access to continuing education and library services. The City expect these services would be purchased.
- e. Enhance the experience of visiting City of Cupertino for vacationers, tourists and business travelers. The Network may provide location-based information for nearby restaurants, hotels, entertainment venues, and other applications.
- f. Encourage competition by introducing an alternative method for wireless broadband service. Customer premise devices may allow residents to bring not only the free tier into their homes but also upper level, more capable tiers of service.
- g. Lay the foundation for wireless access to commuters on local modes of transportation.
- h. Provide a redundant path for critical information flow in times of crisis or disaster. The Counties encourage Respondents to formulate and describe ideas and

applications that supplement the goals above and to propose a network design and business strategy that best realizes the potential of an outdoor wireless network for City of Cupertino.

- i. Establish an innovative, long-term partnership with a qualified Service Provider(s) that:
 - a. Is willing to partner with the City, to discuss, agree upon, and develop and provide best in class products and services to the residents, businesses, and community anchors located at City of Cupertino.
 - b. Ensures the qualified Service Provider(s) are responsible for all aspects of providing and maintaining world-class products, services, provisioning, billing, and a superior customer service experience.
 - c. Is willing to consider approaches where capital is contributed to the partnership.
 - d. Is willing to provide a long-term revenue stream to the City for use of its network assets.
 - e. Has the financial, technical and operational capabilities to provide customer “drops” or MDU internal infrastructure, required customer premise equipment, and engage with negotiations with property owners, HOAs, etc. MDUs are typically subject to bulk rate agreements.
 - f. Can accommodate and align themselves to provide service with the roll out of new conduit and fiber infrastructure by the City.
 - g. Will manage and provision services required by the City of Cupertino to conduct City business, while enabling a platform for community innovation and Smart City.

V. Scope of Work

The City is soliciting proposals to develop a Wireless and Fiber Network Strategic Plan that will provide the best path and business model to deploy a next generation municipal network to support the City and community needs. The Plan will address the City’s objective to evaluate the following:

1. Wireless connectivity for the general public and businesses to ensure economic development, increased access to broadband and digital inclusion for all members of the community.
2. Improve wireless broadband connectivity to support public safety and the delivery of municipal services by field-based staff using a wide variety of mobile government applications over tablets, laptops and smartphones; The following tasks describe the City’s expectations regarding the areas that should be addressed to assist the City in developing a Wireless Network Strategic Plan:

Task 1: Define the fundamental action steps required to develop a wireless broadband initiative for the City, including an assessment of how the existing Fiber and other supporting municipal infrastructure can be leveraged and maximized to deploy a citywide wireless network. This task should provide examples of communities with demographics similar to the City that have developed effective municipal wireless networks and how these networks are used to enhance the

delivery of municipal services, in addition to providing the general public and businesses with some level of wireless broadband connectivity, either as an “amenity grade” wireless service in certain areas of the community or as a citywide service that may be subscription-based.

Task 2: Conduct a “needs assessment” study for a wireless network among all City departments and also assess the need for an amenity-grade wireless service. The primary purpose of the needs assessment is to define the City’s strategic priorities and operational needs driving the overall design standards for either a multi-use network for public safety, municipal service delivery and public access, or a network with a more limited scope. Examples of City departments with field-based staff who may benefit from access to a multi-use municipal wireless network include:

- Planning and Building (Building Inspectors)
- Recreation and Event Services (Parking, Event Services, and Recreation Staff)
- Public Works (Engineers, Inspectors, Code Enforcement Officers, Transportation, and Field Services)
- Public Safety department (County Sheriff and Fire) The needs assessment should take into account an evaluation of the communication approaches to implement Smart Grid applications such as Advanced Metering Infrastructure (AMI) and Traffic Management. Task 2 should also include an assessment of the commercial cellular networks currently operating in the City for mobile voice and broadband access. The objective is to meet the community’s long term needs for a high data rate mobile broadband connectivity. This assessment should contrast current and anticipated near-term commercial cellular network strengths and weakness.

Task 3: Based on the user group needs assessment, recommend wireless technology options and design considerations for either a multi-use network (municipal, public safety and public access), or a network with a more limited scope. Design considerations should include an assessment and recommendations of the following:

- a) Review available City-owned assets and infrastructure to support the mounting of antennas and equipment for a Wi-Fi and/or 5G/LTE wireless network. Assets and infrastructure include the potential use of City-controlled public rights-of-way, availability of spare dark fiber for wireless access points to support network backhaul, space on utility poles and streetlight poles, and available space in conduit.
- b) Evaluate and recommend network architecture and technology choices (e.g., Wi-Fi, 2.4/5.8 GHz Wi-Fi system, 4.9 GHz public safety band and 5G cellular) based on the City’s overall wireless goals and the findings identified in the user group needs assessment

- c) Evaluate and recommend wireless technology and network architecture that is flexible and scalable to meet the City's short-term objectives and also able to adapt to emerging services and applications over time
- d) Evaluate network topology based on the scope of the network and integration with the existing fiber system, internal data networks, and the various applications used by field-based staff
- e) Evaluate and recommend network hardware and software components required to support end users
- f) Identify potential project vendors based on network technology choices and design priorities. Examples of these vendors include: network designers, field installation contractors, application developers, systems integrators and Internet Service Providers (ISPs)
- g) Define network security criteria and features and make appropriate policy and/or configuration recommendations
- h) Develop network cost estimates based on the results of the user needs assessment, technology choices and the scope of the project
- i) Define operational Information Technology items such as the need for a Subscriber Management System and ongoing support structures, including customer Service Level Agreements
- j) Identify the skill sets required by the City's Information Technology division to implement and operate the wireless network
- k) Define and evaluate network resilience and survivability design goals, including solar power and other emergency back-up power and network architecture operability for at least seven (7) days with no grid power, with prioritization to public safety, critical infrastructure and lifeline services. To complete the evaluation, interview the Public Safety Department Director.

Task 4: Analyze the advantages and disadvantages of the various business models used to deploy municipal wireless networks and make a recommendation based on the needs of the City and various potential users of the network. This analysis should include a municipal wireless program review of networks deployed in other cities. Potential business models would include, but would not be limited to the following:

- a) City-owned wholesale model: the wireless network is owned and operated by the City.
- b) Privately-owned managed services model: the wireless network is owned and operated by a service provider, but the City is an "anchor tenant" for the network.
- c) Hybrid model (public-private partnership): The City owns the network, but outsources operation and maintenance to a service provider.

Task 4 should also include an assessment of the legal responsibilities under the various business models and general policy development such as VLAN strategies or QoS restrictions and opportunities.

Task 5: Upon completion of the Wireless and Fiber Network Strategic Plan, in consultation with City staff, present the findings and recommendations to the City Council and the executive City staff.

VI. RFP Response Requirements

The City of Cupertino seeks the following information from interested parties that wish to respond to the RFP.

1. Provide a Letter of Transmittal on company letterhead stating why the respondent is interested in replying to this RFP.
2. Provide an overview of the respondent's organization, services, and capabilities. Provide details on your company's (or its shareholders') knowledge, experience, and operations within the broadband telecommunications industry and, if applicable, infrastructure development in the region. Please include key expertise that qualifies you to be considered for this RFP and demonstrates current Wireless and advanced next generations Fiber service experience.
3. If you are a current broadband provider, provide an overview of your products and services, operations, total subscriber count, type of services (business/residential), local presence in California, and other markets served. Demonstrate any similar arrangements you have entered with municipalities, electric utilities, or other public-private partnerships. Explain how these initiatives have developed and lessons learned. Please provide sample services and marketing brochures and collateral used within other projects and regions.
4. Provide detail on the business model the respondent would propose. Describe how this model would meet desired services, goals, capital investment, and/or potential long-term recurring revenue opportunities.
5. If the respondent is a broadband provider, provide a project organizational chart that describes the proposed relationship and key roles between the broadband provider and the City. Identify proposed local personnel. Please include any installation, sub-contractors, or service contractors in the region that may have been used in the past that may be utilized again for this project.
6. Provide a sample implementation plan based on the respondent's business model that demonstrates how you would achieve the desired results for the

provisioning and activation of services.

7. Describe the respondent's sample operations plan for the project, detailing customer service, service calls, NOC services and provisioning, routine and emergency maintenance calls, and escalation procedures.
8. Define requirements/ commitments, including financial, that the respondent would need from the City to ensure a successful partnership.
9. Provide an overview of how the respondent's products and services would achieve the goals for the community. Provide an SLA that you currently use if applicable.
10. Define how the respondent's proposal will comply with local, state, and any federal regulatory requirements.
11. Describe your ability and willingness to provision and manage City services? Include any projects, or partnerships that have delivered smart city initiatives, products or services
12. Provide a minimum of 3 industry references that demonstrate the respondent's ability to successfully plan, implement, and deploy wireless broadband networks, products, and services using innovative public and/or private environments.
13. Provide potential conflicts of interest disclosure that is a direct or indirect financial investor, partner, employee, or member of any corporation, partnership, or other legal entity making or participating in this proposal.

VI. RFP Questions

Please address all questions by email to <<CONTACT and CONTACT INFO>>. Answers to questions will be posted and responded to and copied to all respondents on the date described in the RFP schedule. No questions will be answered after the deadline for questions has passed.

VII. No Bidding Commitments

This RFP is being issued purely for information gathering purposes and does not constitute a contract for procurement under applicable laws. Nothing in the RFP shall preclude the City of Cupertino from obtaining relevant information from other sources or through other processes. Nor shall the RFP in any way create an association, partnership, or joint venture among the respondents and the City of the issuance of the RFP and any subsequent response by a respondent does not create a binding obligation on the part of the City of Cupertino to enter any form of agreement with the respondent, for the development of a wireless broadband network, delivery of products and services

or otherwise.

VIII. Clarification of Proposals

Notwithstanding any other provision of this RFP, the City of Cupertino reserves the right to:

1. Conduct discussions with any or all potential Respondents for the purpose of clarification;
2. Cancel or amend this RFP or issue other requests for information or requests for proposals;
3. Use any and all concepts presented in any response to obtain the most beneficial and effective path to achieving its desired goals for the project and the community.

IX. Miscellaneous Provisions

A. Response Costs

Respondents are responsible for all expenses they incur in preparing and submitting a response to this RFP or any follow-up discussions with the City of Cupertino.

B. Errors and Omissions in the RFP

If the City of Cupertino becomes aware of an error or omission in the RFP, it will post a notice on the CITY's XXXXX website. If it discovers an error or omission after the responses are submitted, it may in its discretion proceed or reissue the RFP. Even if it elects to reissue the RFP, the City of Cupertino will not be liable for any costs or damages incurred by any Respondent in preparing and submitting the original response.

X. Ownership and Confidentiality of Responses

The City of Cupertino will not pay for any information requested, and all responses submitted become the property of the City. Responses will not be returned and may be subject to disclosure pursuant to the federal Freedom of Information Act and/or state law or code. The City of Cupertino may receive information that may be confidential as part of a response. If a Respondent believes that any portion of its response includes proprietary or other confidential information, it must clearly label the confidential information as such, and the Respondent must state the basis for the claim to confidential treatment. Unless otherwise required by law, the City of Cupertino will treat such information as confidential and will not disclose it to a third party without prior notification and authorization.

XI. Review and Evaluation of Proposals and Content of Proposal

As proposals are received by the City of Cupertino, the City shall periodically, on a rolling basis, review and evaluate proposals for responsiveness to the RFP. The City may also investigate qualifications of all proposers, and the City may request clarifications of proposals directly from proposers. An interview of proposers may be scheduled to facilitate evaluation of each proposal. Proposals will be evaluated on the following criteria:

Scoring Matrix for potential Selection:

1.	Overall quality of response and suggested business model. Proposed financial arrangement with City, and ability and commitment to invest capital dollars, and provide a revenue stream to the City.	Max 30 points
2.	Explanation of similar relationships with any local or regional government, and where the relationship may involve wireless network, leasing of fiber and provision of telecom services.	Max 20 points
3.	Experienced Network operator and ability to deploy Wireless technology. Provide any Smart City examples or other innovative service practices, telehealth/educational services, and other industry relationships that you could bring to this initiative.	Max 20 points
4.	Ability and commitment to create local presence, marketing, outreach, and dedicated team members.	Max 10 points
5.	Feedback from any provided references.	Max 10 points
6.	Explanation of proposed implementation plan and a citywide approach.	Max 10 points
Total score		Max 100 points

CONTENTS OF PROPOSAL Proposals must include but need not be limited to the content identified below, and should be organized according to the following sections. All pages should be numbered. Marketing information will not be accepted in lieu of direct response to all requirements and questions.

SECTION 1 – EXECUTIVE SUMMARY Provide a letter of introduction signed by an authorized representative of the firm (2-3 pages maximum) that provides an executive summary of the firm's experience relevant to the scope of work described in the RFP and describes why the firm would be of service to the City of Cupertino on this project.

SECTION 2 – TABLE OF CONTENTS

SECTION 3 – VENDOR INFORMATION

- a) Experience with providing information technology strategic plans and services of similar type, size and scope, for comparably sized government agencies.
- b) Size (national and regional/local), and financial condition of the firm.
- c) Short descriptions of three (3) recent projects of similar scope performed for communities/municipalities similar in size to.
- d) Sample reports from similar projects performed including the cost-benefit analysis and business plans.
- e) Include a list of three (3) references, including names of persons, with telephone and email addresses, the City may contact in order to ascertain the quality of performance of recent Wireless Network Strategic planning for similarly sized governmental agencies.
- f) Fully completed copy of the Summary Sheet included with this RFP

SECTION 4 – STAFF QUALIFICATIONS AND EXPERIENCE

- a) Identify the project manager and key staff who would be assigned to this project.
- b) Provide information on the Wireless Network Strategic planning experience of the project manager and key staff, including background and experience of each person relevant to this project.
- c) Describe the project staff's experience consulting on municipal wireless network needs/solutions
- d) Indicate how the quality of work of the project staff will be assured over the term of the engagement.

SECTION 5 – PROJECT APPROACH AND METHODOLOGY State in your own words your understanding of the objectives of the Wireless Network Strategic Planning process for city of Cupertino, and how you will accomplish them.

- a) Describe the method proposed to develop the Wireless Network Strategic Plan, and include a detailed project plan and timeline.
- b) Discuss the rationale for the proposed approach.
- c) Indicate how you will complete the scope of work within the time specified and with the same team members.

SECTION 6 – COST PROPOSAL Provide a budget for the proposed project based on the Scope of Work requirements for the Wireless Network Strategic Plan, showing the cost for each part of the scope of work and any additional costs. This information shall be

followed by a budget narrative which shall describe and justify the proposed budget, and include an estimate of staff allocations, estimated hours, rates per assigned staff and an estimate of total billable hours. Also identify any assumptions you have built into your costs (e.g., City performance of any work elements, availability, etc.). The cost proposal must provide a guarantee that no additional fees beyond those proposed will be charged to the City of Cupertino without the City's prior written consent. The City cannot accept contract clauses that include payment terms within 30 days of the invoice issuance. The City cannot accept contract clauses where the City would be required to pay any late fees, interest charges or penalties.

SECTION 7 – ACKNOWLEDGEMENTS, ADDITIONS AND EXCEPTIONS

- a) Acknowledge your ability to meet or not meet all of the requirements as stated in the scope of work.
- b) Compile and include all other information you deem pertinent, but not specifically requested elsewhere.
- c) Indicate any exceptions to the terms and conditions of this request for proposal, or any qualifications/clarifications regarding the proposal response.

The selection of a proposal will not be based solely on a monetary evaluation. There will also be an evaluation of each proposer's understanding of the work required and approach to this project with considerable weight being given to experience in the areas required and the track record of the proposer. Additionally, an independent checking of references may be used to assist in selecting the finalist(s). Finalists will make a presentation of their proposal to the City. Contract negotiations will take place with the finalist. Award will be made to the Firm offering the most advantageous proposal after consideration of all evaluation criteria set forth in this RFP. The City shall not be obligated to accept the lowest priced proposal, but will make an award in the best interest of the City after all factors have been evaluated. Firms selected as the finalists will be required to make a presentation of their proposal to the City during the RFP evaluation period. This presentation will provide Firms the opportunity to clarify their proposals to ensure thorough and mutual understanding. The presentations can either be done remotely or at City of Cupertino. A Notification of Intent to Award may be sent to any Firm selected. Award is contingent upon the successful negotiation of final contract terms. Negotiations shall be confidential and not subject to disclosure to competing Firms unless an agreement is reached. If contract negotiations cannot be concluded successfully, the City may negotiate a contract with the next highest scoring Firm or withdraw the RFP.