



City of Golden, CO
*“A Colorado Wireless
Communities
Partner”*

*Wireless Broadband Initiative
(Phase 2: RFP Development and Advisory)*

Proposal for Consulting Services

31 August, 2006

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Introduction

In April 2006, the Cities of Arvada, Boulder, Broomfield, Lakewood and Thornton, or Colorado Wireless Communities (CWC), committed to form a cooperative initiative to determine the feasibility of deploying a community wireless broadband network. Each City wanted to improve the efficiency of government, promote digital inclusion, and stimulate economic development.

The CWC members anticipate accomplishing these goals through a competitive procurement process aimed at securing private partner(s) to fund, build, own and operate a wireless utility.

Recently, the CWC contacted and partnered with their neighboring communities with the belief that private industry partners would find a regional initiative more attractive than individual city initiatives. The CWC recognized that gaps in wireless coverage would be detrimental to citizens and businesses within the region. The combined population of CWC is approximately 650,000.

CWC Communities:

1. Arvada
2. Boulder
3. Broomfield
4. Erie
5. Golden
6. Lakewood
7. Louisville
8. Northglenn
9. Superior
10. Thornton
11. Wheat Ridge

The CWC realized that significant benefits to the quality of life of citizens in the area can only be achieved through a collaborative regional wireless initiative. These include:

- Interoperable communications among emergency / first responders
- Direct communication systems between agencies that provide mutual aide
- Distance learning capabilities for K-12
- Distance learning capabilities for regional universities
- Telemedicine capabilities
- Telecommuting / Teleworking
- Telework enabling
- Others

As such, the CWC is seeking a qualified consulting firm to assist in providing development of a Request for Proposal (RFP) and advisory services related to the realization of a regional digital community. The resulting regional network will encompass roughly 240 square miles.

Civitium, LLC (“Civitium”), the market-leading consulting firm for community broadband initiatives offers its resources to allow the CWC in successfully meeting its goals. To that end, Civitium is pleased to present this proposal to provide the following services for the City of Golden, a CWC partner community:

- With the assistance of agency staff, perform an inventory of the City of Golden assets that may be used for the deployment of a wireless broadband network, including but not limited to, optical fiber, street light and utility poles, building rooftops, communications towers and water tanks.
- Provide a radio frequency (RF) analysis of the CWC communities, including the City of Golden. Perform spectral scans of the 2.4-2.5 and 5.0-6.0 GHz unlicensed bands at a number of sampled locations and performing a real-time, driving site survey to identify existing signal noise levels, sources of interference and degree of “annoyance”.
- Facilitate the development of a Marketing and Communications Strategy for the CWC to define, communicate and gain community support for its vision with internal and external stakeholders.
- Develop a detailed set of requirements for the Network according to the findings and recommendations from the feasibility phase of the project.
- Develop a Request for Proposal (RFP) for the CWC to solicit expressions of interest and proposals for the financing, ownership, design, installation, maintenance and upgrade of a citywide wireless broadband network (“Network”). The RFP will incorporate the requirements defined above. In addition to developing the RFP according to the CWC and member communities’ procurement and administrative policies, Civitium will facilitate its peer-review and approval by key stakeholders in the CWC.
- Develop a detailed evaluation framework for how responses received in connection with the issuance of the RFP will be weighted and scored.
- Support the CWC during the RFP process by attending the pre-proposal conference, oral interviews and answering oral and written questions from vendors.

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- Perform a detailed analysis on all responses received in connection with the issuance of the RFP. After performing this analysis, Civitium will prepare a detailed report on all aspects of the agreed-upon evaluation framework.
 - Provide the CWC with a recommended vendor following the detailed evaluation analysis.
 - Develop the required support materials and assist the CWC and in facilitating forum(s) for community input, which may include but not be limited to town hall meetings and public hearings. Following the community input forum(s), Civitium will correlate and report on the feedback received from the community.

Firm Qualifications

Civitium is the market-leading management and technology-consulting firm focused on delivering services for public and private organizations to aid in the construction of Digital Communities, a term used to describe communities where wireless technology is applied as a foundation for social enhancement, economic development and more efficient delivery of government services.

Civitium provides value through the firm's balanced government and commercial experience, advising the most high-profile wireless cities in the world. Civitium is unique in its vendor neutrality and industry leadership. The firm acts as the trusted advisor to steward cities and their leadership throughout the process of becoming a Digital Community. It serves this role for cities including Philadelphia, San Francisco, Houston, Atlanta, Miami Beach, Winston-Salem, Johannesburg, New Haven, Portland, Vancouver, Upper Dublin Township and State College, Pennsylvania.

Specific qualifications include:

- Civitium has served as the lead management and technology-consulting firm for Wireless Philadelphia, providing advisory services to the Honorable Mayor John F. Street, CIO Dianah Neff and the Wireless Philadelphia™ Board of Directors.
- Civitium conducted stakeholder analysis, authored the Wireless Philadelphia Business Plan and Request for Proposal (RFP), supported the evaluation and partner selection process and represented Wireless Philadelphia throughout its negotiation with EarthLink Corporation.
- Civitium, in close partnership with Intel Corporation and One-Economy, developed the industry's first Digital Inclusion Blueprint to bridge the Digital Divide in the City of Philadelphia, PA.
- Civitium completed a 135 square-mile citywide radio frequency (RF) study for the City of Philadelphia, the largest and most comprehensive of its kind in the industry. Civitium also conducted similar RF studies for the cities of New Haven, CT and Miami Beach, FL.
- Civitium developed the business model and authored the business plan and the Request for Proposal for the City of Miami Beach, FL. The Wireless Miami Beach network will be used to support secure government use and

public access, and Civitium developed the security strategy for the dual-use network. Civitium evaluated the vendor responses and ran technical tests of Tropos and Cisco equipment.

- Civitium conducted a detailed analysis of all vendor proposals for the City of Houston's Wireless Parking Meter Implementation and Management project. Civitium also performed a hands-on evaluation of all pilot networks deployed by vendors to study performance and reliability. Civitium drafted the city-wide RFP which has now been released to the public.
- Civitium provided advisory services and expert RFP peer review for the City of Portland, OR's Unwire Portland initiative as well as the City of Corpus Christi, TX.
- Civitium currently serves as the lead advisor for the City and County of San Francisco, CA's Wireless TechConnect initiative. Civitium performed a broadband feasibility study, authored the Request for Information and Comment (RFI/C) and Request for Proposal (RFP) and currently serves on the vendor selection committee for San Francisco's Wireless TechConnect initiative.
- Civitium serves as the lead advisors for the community wireless broadband initiatives in the cities of Vancouver, BC and Johannesburg, SA.
- Civitium is recognized as an industry leader on issues related to economic development, digital Inclusion and the use of technology for increased government efficiency. Publications include:
 - *Wireless Broadband, a Silver Bullet for Poverty*, a case study describing a practical approach used by the People's Emergency Center in Philadelphia, who is using wireless technology, computers in the home, training and content for reducing the Digital Divide. The case study can be downloaded by clicking [here](#).
 - *Wireless Broadband, the Foundation for Digital Cities*, a practical 10-step guide for political and community leaders who embark on broadband initiatives. The guide can be downloaded by clicking [here](#).
 - *RFP Best Practices*, a whitepaper on lessons learned and best practices during the lifecycle process for municipal wireless broadband initiatives. The paper can be downloaded by clicking [here](#).

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- *The Local Loop*, a bi-weekly podcast of municipal wireless leaders conducted in cooperation with Baller-Herbst Law Group. The podcast can be accessed [here](#).
 - Civitium is a regular keynote and panelist at municipal broadband industry events:
 - Keynote at Wi-Fi Planet 2005 (Baltimore, MD)
 - Chair of Elected Officials Panel at Digital Cities Convention East 2005 (Philadelphia, PA)
 - Closing Keynote at Muniwireless 2005 (San Francisco, CA)
 - Panelist at Digital Cities Convention West 2005 (San Francisco, CA)
 - Panelist at Wireless Influencers 2005 (Laguna Niguel, CA)
 - Keynote at Digital Cities South Africa 2005 (Johannesburg, South Africa)
 - Workshop Chair at WiMAX – Beginning a New Era 2005 (Vienna, Austria)
 - Testimony before New York City Council, Chicago Public Hearings and numerous congressional hearings related to broadband policy.
 - Keynote at Digital Cities Convention Central (Houston, TX)
 - Keynote at Muniwireless 2006 (Atlanta, GA)
 - Speaker, Gartner Mobile and Wireless 2006 (Detroit, MI)
 - Chair, full day Applications Track, Muniwireless 2006 (Atlanta, GA)
 - Panel Chair at Digital Cities Expo 2006 (Washington, DC)
 - Chair, multi-day Strategy Track, Muniwireless Silicon Valley 2006 (Santa Clara, CA)

Customer References

City of Houston, TX

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Proposed Deliverables

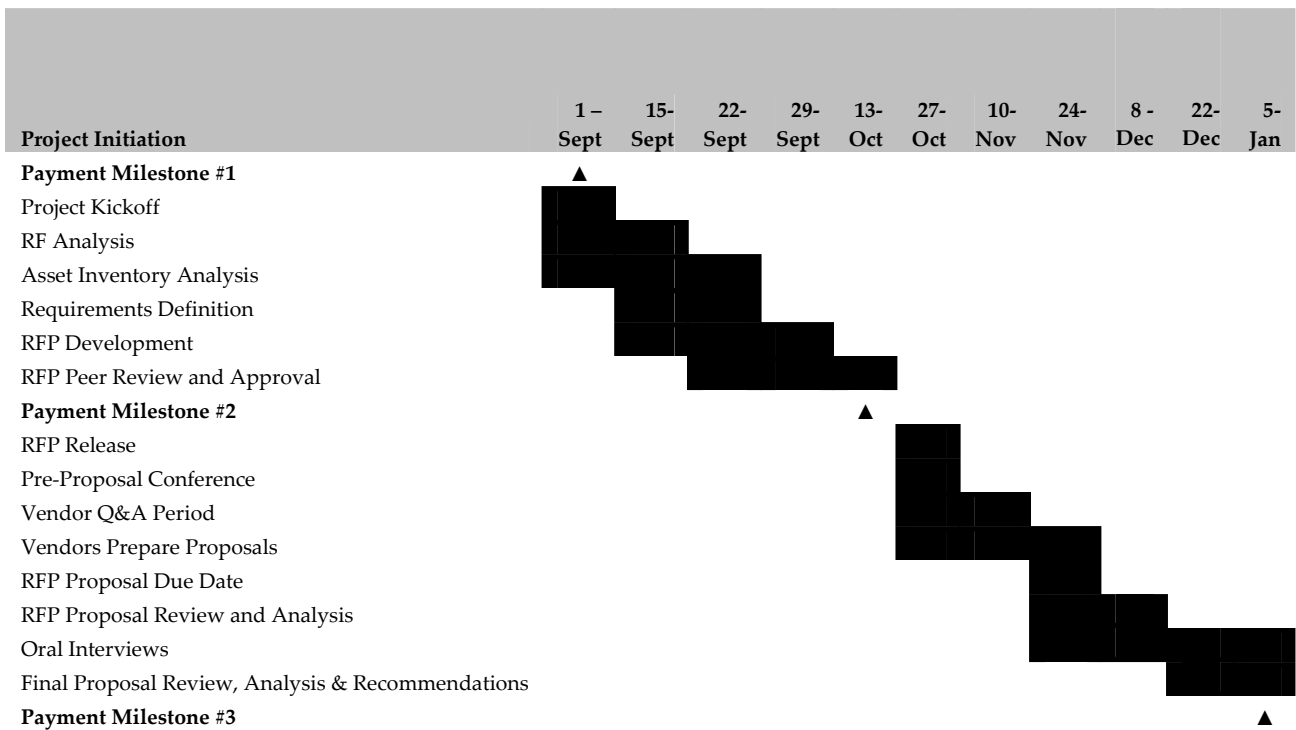
Civitium proposes to provide the following deliverables during this engagement:

- A detailed agenda for a project kickoff meeting, to include a re-cap of project objectives, scope, roles and responsibilities, timeline, critical path items, risks, milestones and dependencies.
- Regular project status reports during the engagement.
- A Communications and Marketing Plan framework.
- RF Study and Asset Inventory Analysis.
- A final draft of a Request for Proposal (RFP) for the CWC's review and approval. The RFP will allow the CWC to solicit multiple, diverse solutions from the vendor community. The RFP will include at a minimum:
 - Introduction and Executive Summary
 - Project Background
 - Vision, Motivations and Objectives of the CWC
 - Policy Position of the CWC
 - Statement of Requirements
 - Proposed Format for Responses
 - Schedule of RFP Events
 - Primary Contact Information
 - Terms, Conditions and Procurement Policies Deemed Appropriate by the CWC
- A detailed evaluation framework and tools to be used by the evaluation committee designated by the CWC.
- A detailed analysis of all responses received in connection with issuance of the RFP.

Proposed Fees, Payment Terms and Schedule

Civitium proposes to provide the services described above for a fixed fee of \$13,800. This fee includes any reasonable travel and related operational expenses incurred by Civitium during delivery of the services above.

The proposed services are estimated to begin on or about 1 September, 2006 and last approximately twenty (20) weeks. This assumes timely peer-review and approval of Civitium’s deliverables by key stakeholders. Civitium anticipates the schedule for this engagement to be as follows:



Payment terms are proposed to be:

- Payment Milestone #1 - 1/3 of the fixed fee (\$4,600) payable Net 10 days from execution of a signed agreement
- Payment Milestone #2 - 1/3 of the fixed fee (\$4,600) payable Net 10 days from delivery of a final draft RFP for the CWC’s review and approval
- Payment Milestone #3 - 1/3 of the fixed fee (\$4,600) payable Net 10 days from the CWC’s acceptance of Civitium’s analysis of vendor responses and recommendations.

Expectations for the City of Golden Resources

Civitium anticipates the following resource requirements from the City of Golden during this engagement:

- The City of Golden will designate a project manager to act as the single-point-of-contact (SPOC) with Civitium during the engagement.
- The City of Golden will provide timely feedback, key decisions and reviews of deliverables from Civitium as required during the engagement.
- The City of Golden will participate in the forum(s) for community input as deemed appropriate by the CWC.
- The City of Golden will provide and collaborate on any templates, terms and conditions and other information required for development of the RFP, according to the City of Golden and CWC procurement and administrative processes.