

**CITY OF FEDERAL WAY  
REQUEST FOR PROPOSAL**

**I. PURPOSE OF REQUEST.**

The City of Federal Way (“City”) is requesting proposals for the purpose of a city-wide Broadband Planning Study. The City’s needs are outlined in the following Request for Proposal (“RFP”).

**II. TIME SCHEDULE.**

The City will follow the following timetable:

Issue RFP	March 4, 2022
Pre-Proposal Questions Deadline	March 16, 2022
Response to Questions Deadline	March 18, 2022
Deadline for Submittal of Proposals	3:00 p.m. PST on April 1, 2022
Proposal Review Period	April 4, 2022 – April 6, 2022
Consultant Interview Period	April 7, 2022 – April 8, 2022
Preliminary Selection of Firm	April 11, 2022
Notify Firm Chosen	April 20, 2022

**III. INSTRUCTIONS TO PROPOSERS.**

A. All proposals should be sent to:

Thomas Fichtner, Director, Information Technology  
City of Federal Way  
33325 8th Ave S  
Federal Way, WA 98003-6325  
(253) 835-2547  
[Thomas.Fichtner@CityofFederalWay.com](mailto:Thomas.Fichtner@CityofFederalWay.com)

B. Proposals shall not exceed 25 pages

C. If submitted on paper, all proposals must be in a sealed envelope and clearly labeled in the lower left-hand corner. If submitted by email, all proposals must be clearly labeled in the subject line. The label shall identify the contents as “RFP Broadband Planning Study.”

D. All proposals must be received by the Deadline for Submittal of Proposals detailed in II. Time Schedule, at which time they will be opened. Three (3) copies of the proposal must be presented. Faxed or telephone proposals will not be accepted.

E. Proposals should be prepared simply and economically, providing a straight forward,

concise description of provider capabilities to satisfy the requirements of the request. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content. Use of recycled paper for requests and any printed or photocopied material created pursuant to a contract with the City is desirable whenever practicable. Use of both sides of paper sheets for any submittals to the City is desirable whenever practicable.

F. The Director of Information Technology or representative will notify the firm selected by the date stated in II. Time Schedule.

G. All proposals must include the following information:

- Cover letter including basic information on the firm, such as company name, business address, website, phone number, and project manager contact information.
- Brief history and background information on the firm.
- Demonstration(s) of experience in municipal broadband planning including example(s) of previous broadband project(s) with references from corresponding public entities.
- A proposed outline of tasks, products, milestones and project schedule, including the number of hours required to complete each task or product.
- A proposed budget based on the above outline of tasks, products and schedules.
- Methods and tools of research, evaluations, and analysis.
- The names of individuals from those firms who will be working on the project and their areas of responsibility.
- Specific experience of individuals relative to the proposed project.
- Resumes of project manager and any additional team members and/or sub-contractors to be used on project.
- References.
- Any additional material that may differentiate your firm from competition

#### IV. **SELECTION PROCESS**

The City will evaluate and rank all qualifying proposals received by the closing date based on the following qualification and selection criteria. Additionally, interviews/oral presentations may be conducted with the top scorer.

#### V. **QUALIFICATION CRITERIA**

Respondents to this RFP will be required to submit their qualifications, experience, and technical competence to perform the services as outlined in this document.

The following will be considered minimal contents of the proposal:

1. Consultant must have experience conducting community broadband feasibility plans of similar size and scope to the project area and population. Consultant must demonstrate its capabilities providing these services to municipalities of similar size to Federal Way. The consultant should also describe its ability to work with elected officials, businesses, and residents.
2. All firms must have been in business providing community broadband planning services for a minimum of five years. Consultant and project team must have conducted broadband planning projects for at least three other municipalities.
3. Consultant must have direct experience working with public/private entities with focus on broadband and municipal broadband network planning.
4. Consultant firm and project team must have direct and demonstrable regulatory experience working with Washington State communities in regard to State statutes concerning municipal broadband providers or satisfactorily demonstrate alternative results.
5. Consultant must have extensive business and financial planning experience with municipal broadband networks.
6. Consultant must be able to demonstrate ability to complete quality work in a timely manner. Time is of the essence, and an emphasis will be given to those who can complete all aspects of the scope of work in its entirety at or before the deadline.

#### VI. **EVALUATION CRITERIA.**

The City will rank consultants on six categories totaling 100 points.

##### **Cost Proposal (30 points)**

- Competitiveness of consultant's proposed cost.
- Demonstration of commitment to meet City's project budget.

**Firm Experience (20 points)**

- General firm information and experience with telecommunications/broadband entities and municipal broadband planning.
- Quality of references.
- Similarity and quality of past, similar projects.
- Demonstration of knowledge of economic development principles and trends and their applications to municipal broadband.

**Project Team Qualifications (15 points)**

- Experience and qualifications of project manager and any additional consultants to be used on project.
- Staff with experience in municipal broadband feasibility planning are considered desirable.

**Approach to Fulfilling Scope of Work (15 points)**

- Quality and completeness of methodology for fulfilling every element of scope of work.

**Community and Stakeholder Engagement Approach (10 points)**

- Quality and completeness of community engagement and stakeholder outreach plan.

**Timeline (10 points)**

- Ability of consultant to complete the project in proposed timeline.
- Demonstration of commitment to meet City's project timeline.

Each proposal will be independently evaluated on factors one through three.

**VII. TERMS AND CONDITIONS.**

- A. The City reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
- B. The City reserves the right to request clarification of information submitted, and to request additional information from any proposer.
- C. The City reserves the right to award any contract to the next most qualified contractor, if the successful contractor does not execute a contract within thirty (30) days after the award of the proposal.
- D. Any proposal may be withdrawn up until the date and time set above for opening of the proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to sell to the City, the services described in the attached specifications, or until one or more of the proposals have been approved by the City administration, whichever occurs first.

- E. The contract resulting from acceptance of a proposal by the City shall be in a form supplied or approved by the City, and shall reflect the specifications in this RFP. A copy of the contract is available for review and shall include requirements to comply with ADA, Civil Rights Act, and EEO requirements. The City reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, and which is not approved by the City Attorney's office.
- F. The City, as a recipient of federal funding, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.
- G. The City shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.
- H. Upon completion of the Broadband Study, all data, maps, and reports shall be the property of the City of Federal Way.

## VIII. SCOPE OF SERVICES.

### **Introduction**

The City of Federal Way is seeking written proposals from qualified professionals who are knowledgeable in research and development, planning, and data analysis for a city-wide Broadband Planning Study. The successful consultant will work closely with elected officials, stakeholders and city staff to identify existing assets and opportunities of service.

Proposals are solicited in accordance with the terms, conditions, and instructions as set forth in this Request for Proposal ("RFP").

### **Background**

The City of Federal Way (99,590 population [Washington OFW]), located in the Seattle/Tacoma metro area along Interstate 5, aims to bring high-speed internet to the entire city as an essential component of its economic and community development goals.

In February of 2020, the Mayor and City Council identified the goal of becoming a technology hub to diversify the city's economy. Research conducted by city staff identified that fast and reliable Internet service through broadband infrastructure is transformative function in accomplishing this goal. Through the deployment of high-speed, reliable, and cost-competitive broadband, the City aims to attract, retain, and grow businesses, while

providing accessible, high-speed internet to all Federal Way businesses and residents to enhance the “digital provide”.

Through the broadband planning study and the subsequent deployment of broadband, the City of Federal Way aims to accomplish the following goals:

- Access/Inclusivity – Provide the opportunity for high speed broadband service to all residents, businesses, schools, local government, non-profit organizations, healthcare service providers, and multi-tenant properties within the City.
- High Speed – Requires at least 1 Gbps symmetrical broadband connection for residential and up to 10 Gbps symmetrical broadband connection for business or government organizations with the ability to grow the network.
- Reliable – The service must be dependable as it will have many uses requiring high availability by businesses and residents. A focus on redundancy should be a key element in the study to ensure reliability.
- Reasonable Cost – The monthly charges for such service should be reasonable and affordable. Concurrently, it should also provide for the ability to meet debt service obligations should construction of a network be a feasible option.

### **Scope of Work & Deliverables**

The Contractor will provide strategic guidance for the implementation of a broadband project that can be implemented cost-effectively and quickly for the purposes of enabling economic development and citizen connectivity in Federal Way. As a part of this, the Contractor will work closely with identified stakeholders to develop a final Broadband Planning Study Report.

In doing so, the Contractor will perform the following:

#### **A. Stakeholder Engagement**

To engage with project stakeholders, the Contractor will:

1. Attend and participate in regular meetings throughout the duration of the project with the Broadband Advisory Taskforce (“BAT”) and any additional stakeholders identified by city staff to refine strategic planning objectives, develop a community vision statement, and identify project priority areas (i.e. closing the “homework gap”, providing affordable connection to residents and businesses, etc.)
  - a. Broadband Advisory Taskforce member names and titles must be listed in the final written report.

- b. Internet Service Providers currently serving the city must be invited via email to at least one meeting.
2. Ask and record the public responses to the following questions:
  - a. Which providers are currently serving the community?
  - b. Which providers attended the meeting?
  - c. How does the mapping results compare with the BAT members' and community members' actual experiences? (If mapping is available)
  - d. Does existing broadband access meet community needs?
  - e. If access is inadequate, in what ways does it fall short?
  - f. If broadband is available, how do you use it now?
3. Identify any on-going community projects focusing on the digital divide or information technology (i.e. public access through schools/libraries, training, etc.)

## **B. Review Existing Services and Assets**

In reviewing existing broadband services and assets within Federal Way, the Contractor will:

1. Conduct a local broadband market assessment that identifies existing broadband options and costs within the City. The market assessment will include the following:
  - a. Assessment of the telecommunications environment in Federal Way detailing types and level of service, pricing, availability and limitations
  - b. Identification and analysis of existing resources of all stakeholder entities
  - c. Assessment of current broadband infrastructure assets within the city, with a complete inventory of existing facilities and broadband assets in the city (i.e. towers, wireless facilities, fiber, conduit, etc.) Strand capacity, availability, characteristics, and geographical location of fiber must be described and assessed.
2. Conduct a gap analysis defining the additional broadband infrastructure necessary to meet the identified community broadband goals.
3. Identify unserved, underserved, and served (as defined by the Community Economic Revitalization Board) areas of Federal Way and provide evidence of how this was determined. In doing so, the Contractor will map the current levels of service in Federal Way, and perform technical and financial evaluations of Federal Way's existing broadband network to evaluate current private network capabilities.
4. Identify if the municipality uses broadband to deliver municipal services. If so, describe the services and how broadband is used to deliver these services.

5. Reviewing existing Internet Service Providers' services and pricing in Federal Way.

### **C. Evaluate Current and Future Demand**

To evaluate current and future demand of broadband services in Federal Way, the Contractor will:

1. Evaluate current and future demand for residents, businesses, and other major entities in Federal Way while considering input provided by the Broadband Advisory Taskforce and any additional stakeholders identified by city staff.
2. Determine last-mile, middle-mile, and backbone needs based on the City's desired level of service.
3. Assess the difference between the current and future demand of broadband services in Federal Way.
4. Formulate and deploy Business and Resident Broadband Surveys. Surveys will include the following information:
  - a. Address or area of City of Federal Way
  - b. Type of residence or business
  - c. Current provider, advertised speed, and price of service
  - d. Speed test
  - e. Type(s) of broadband used (wired and/or wireless)
  - f. Levels of satisfaction with current internet service:
    - i. Speed
    - ii. Price
    - iii. Reliability
    - iv. Customer Service
  - g. Factors of importance when choosing internet service:
    - i. Download speed
    - ii. Upload speed
    - iii. Price
    - iv. Reliability
    - v. Customer service
5. Determine penetration and adoption rates, foreseeable competition, and sensible pricing for potential services.

### **D. Identify Implementation Opportunities**

The Contractor will identify broadband implementation opportunities and create a Broadband Implementation Strategy. In doing so, the Contractor will:

1. Assess network costs, risks, revenue, and ROI.
2. Review all relevant broadband technology and telecommunication industry trends, and complete a network design accompanied with cost estimates.
3. Analyze multiple operating models and provide recommendations.
  - a. Examine, assess and compare Public, Private, and P3 operating models.
  - b. Examine, assess, and compare whether the City should own/manage conduit, dark fiber, or lit fiber.
4. Analyze multiple business models and provide recommendations.
  - a. Examine, assess, and compare various business models for delivering broadband services in Federal Way.
  - b. Examine, assess, and compare Public, Private, and P3 business models.
    - i. Analyze the costs including key partners utilized, key activities engaged in, and key resources for each option.
    - ii. Analyze revenue models including customers and market segments served for each option.
    - iii. Synthesize cost and revenue options to generate value propositions for each option.
  - c. Examine, assess, and compare exclusive (closed network) vs. non-exclusive (open network) ISP access.
  - d. Examine, assess, and compare whether the City should own/manage conduit, dark fiber, or lit fiber.
5. Provide preferred alternative implementation strategies based on best practice for implementation.
6. Identify and justify potential funding sources.
  - a. If debt, identify and justify revenue structures to repay.
7. Assess Federal, State, and municipal procedures, policies, rules, statutes and ordinances that impact or influence broadband infrastructure deployment.

#### **E. Community Impact and Evaluation**

To evaluate the community impact of the broadband project, the Contractor will:

1. Evaluate how the project would benefit the health and safety of the community.
2. Evaluate how this project would benefit education and access for all age groups in the community.

3. Evaluate if the community is unserved or underserved (as defined by the Community Economic Revitalization Board) and provide evidence of how this was determined.
4. Identify classes or types of businesses that could benefit from lower cost, higher bandwidth and or improved reliability of broadband.
  - a. Include the level of broadband improvements need by business to become or remain competitive and or expand markets.
  - b. Incorporate input from property owners, business owners and operators, and residents in Federal Way.
5. Identify any local or regional economic development plans in which broadband could play a role and provide a list of documents.
6. Provide recommendations of how the City can:
  - a. Address providing affordable internet options.
  - b. Expand the availability of affordable equipment to low-income residents.
  - c. Teach people to use technology.
  - d. Increase public computer access locations.

## **F. Deliverables**

The Contractor will provide the following deliverables:

1. Written or verbal progress updates to city staff on a weekly basis, highlighting project progress.
  - a. Updates will be accompanied by a calendar timeline identifying key tasks, dates, and responsible parties. The consultant is to update the calendar on a regular basis.
2. Periodic written or verbal updates to the Mayor, City Council, and Broadband Advisory Taskforce.
3. Written Quarterly Project Reports until the completion of the project beginning on the contract execution date. Any problems, delays, or adverse conditions which will materially affect the ability to meet project objectives, time schedules, or work units by the established time period must be disclosed. Disclosure must be accompanied by a statement of action taken or contemplated and any assistance from the City needed to resolve the situation. Quarterly Project Report due dates will be specified in the final contract.
4. A draft written broadband Planning Study that describes all the research in the Statement of Work, survey results, data analyzed, as well as strategies to guide

economic development in Federal Way. The draft will be submitted to city staff for review and comment. More specifically, the report will:

- a. Define local broadband needs and goals.
  - b. Inventory existing broadband infrastructure assets in Federal Way.
  - c. Include a gap analysis defining the additional broadband infrastructure necessary to meet identified goals.
  - d. Include one or more potential network designs, cost estimates, operating models and business models.
  - e. Include an assessment of municipal procedures, policies, rules and ordinances that impact of influence broadband infrastructure deployment.
  - f. Include a list of:
    1. Potential community anchor organizations.
    2. Businesses that could benefit from lower cost, higher bandwidth, and/or remain competitive and/or expand markets, accompanied by the level of broadband improvements needed by the businesses to become and/or remain competitive and/or expand markets
  - g. Provide a Management Plan that defines or refines the Broadband Plan with a clear definition of roles and responsibilities, partners required, levels of effort and associated costs, and a timeline. Plans and actions must include promotion and community awareness and extend beyond the initial deployment of broadband.
  - h. Provide Budget for the plan aligned to significant project plan milestones, costs, and tasks, accompanied by a pro forma income statement, balance sheet, and cash flow. Potential sources of funding for the broadband infrastructure must be identified in the budget, accompanied by letters of commitment for community funding and letters of commitment from Internet Service Providers.
  - i. A completed Readiness Self-assessment.
5. Upon city staff review and comment of the draft Planning Study, Contractor will present the draft Study to the Mayor and City Council.
    - a. The final version of the Broadband Planning Study will be submitted after review of the draft study by city staff, the Mayor, and City Council.
  6. A final written Broadband Planning Study. The final draft should be transmitted to the Mayor and City Council, followed by a final presentation.
  7. Consultant signature on the Certified Completion report provided by city staff.

## **IX. COMPENSATION.**

- A. The allocated budget for this project is \$60,000.
- B. Payment by the City for the services will only be made after the services have been

performed, an itemized billing statement is submitted in the form specified by the City and approved by the appropriate City representative, which shall specifically set forth the services performed, the name of the person performing such services, and the hourly labor charge rate for such person. Payment shall be made on a monthly basis, thirty (30) days after receipt of such billing statement.

**X. NEGOTIATION PROCESS**

The Selected Consultant will be invited to enter into a collaborative predevelopment process based upon the Selected Consultant’s Proposal. The Selected Consultant will negotiate with the City to reach mutually agreeable terms for the scope of work and timeline for the broadband feasibility study. It is anticipated that a successful negotiation will result in:

- A contract award to the selected Consultant
- Other documents necessary to affect this transaction

If negotiations with the Selected Consultant are not successful, negotiations will be terminated and new negotiations will begin with the next ranked Selected Consultant or the City may determine in its sole subjective discretion to terminate the process entirely.

**XI. PUBLICATION**

Name of Publication:	Dates:
Seattle Daily Journal of Commerce	03/04/2022 – 04/01/2022
Federal Way Mirror	03/04/2022 – 04/01/2022

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Rev. 10/19