

**CITY OF FEDERAL WAY  
REQUEST FOR PROPOSAL**

**I. PURPOSE OF REQUEST.**

The City of Federal Way (“City”) is requesting proposals for the purpose of developing a Wireless Master Plan and Small Cell City Infrastructure Leasing Program. The City’s needs are outlined in the following Request for Proposal (“RFP”).

**II. TIME SCHEDULE.**

The City will follow the following timetable, which should result in a selection of a firm by March 1, 2019.

Issue RFP	October 26, 2018
Deadline for Submittal of Proposals	November 28, 2018
Firm(s) Interviewed	December TBD, 2018
Notify Firm Chosen	February 1, 2019

**III. INSTRUCTIONS TO PROPOSERS.**

A. All proposals should be sent to:

Desireé S. Winkler, P.E., Deputy Public Works Director  
City of Federal Way  
33325 8th Ave S  
Federal Way, WA 98003-6325  
(253) 835-2711

B. All proposals must be in a sealed envelope and clearly marked in the lower left-hand corner: “RFP – Wireless Master Plan / Small Cell City Infrastructure Leasing Program.”

C. All proposals must be received by November 28, 2018, 4:00 PM, at which time they will be opened. Three (3) copies of the proposal must be presented. Faxed or telephone proposals will not be accepted.

D. 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.

E. The Deputy Public Works Director or representative will notify the firm selected by February 1, 2019.

F. All proposals must include the following information:

- 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.
- A proposed outline of tasks, products 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.
- References for similar and related work.

**IV. SELECTION CRITERIA.**

<u>Factor</u>	<u>Weight Given</u>
1. Responsiveness of the written proposal to the purpose and scope of service.	40%
2. Proposed Cost / Revenue Split	30%
3. Ability and history of successfully completing contracts of this type, meeting projected deadlines and experience in similar work.	30%
<u>Total Criteria Weight</u>	100%

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

**V. 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 Recipient, 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.

**VI. SCOPE OF SERVICES.**

The Contractor shall perform the tasks listed below for this Project, and shall be expected to work closely with designated City personnel to accomplish these goals:

Task	Description of Services
1	<p><u>Identify and Inventory Assets:</u> The Contractor shall provide consulting and planning Services to identify and inventory City Assets.</p> <p>This task will include:</p> <ul style="list-style-type: none"> <li>• Compiling an inventory of exact City Asset locations, including locations which may/may not currently be identified in the City's GIS system;</li> <li>• Refining current City Asset GIS location mapping, and</li> <li>• Other associated Services involved in initial identification and inventory assessment.</li> </ul>
2	<p><u>Radio Frequency (RF) Study:</u></p> <ul style="list-style-type: none"> <li>• The Contractor shall conduct a RF assessment at each City Asset location to identify gaps in wireless telecommunications coverage.</li> <li>• The Contractor shall be capable of reviewing RF emission studies submitted by industry providers to ensure compliance with the latest codes and regulations.</li> </ul>
3	<p><u>Concealment Design Recommendations:</u> The Contractor shall recommend to the City concealment/shrouding options for Small cell and DAS technology. These requirements may be included in City standards and future third party agreements.</p>

4	<p><u>Develop Wireless Master Plan (WMP):</u>  This WMP should be focused on facilitating the expansion of wireless capacity within the City that will lay the foundation for sustained economic growth and continue to make the City of Federal Way a hub for innovation and technology going forward. The WMP should focus on:</p> <ul style="list-style-type: none"> <li>• General plan administration;</li> <li>• Proposed City Asset maintenance;</li> <li>• Quality control measures for post-implementation;</li> <li>• Conducting carrier audits and other associated reports.</li> <li>• Delineating an unbiased approach to marketing to third parties;</li> <li>• Describing the general marketing strategy of specific asset locations to third parties; and generating third party interest.</li> </ul>
5	<p><u>Point of Contact for City Asset Locations</u>  The Contractor shall:</p> <ul style="list-style-type: none"> <li>• Market and promote a City-approved list of City Assets to third parties who may have an interest in each City Asset location;</li> <li>• Act as an agent for the City to negotiate sublicensing agreements with third parties at each approved City Asset location; and</li> <li>• Collect revenue from each contracted third party and deliver revenue to the City as mutually agreed between the Parties.</li> </ul>
6	<p><u>Ensure Compliance with City Protocols:</u></p> <ul style="list-style-type: none"> <li>• Carrier Site Location: The Contractor shall ensure that all locations meet carrier site selection standards by adhering to general city code and administrative rule requirements for placement, and ensuring that installations meet City concealment/shrouding standards.</li> <li>• Site Encroachment and Permitting: The Contractor shall coordinate with carriers on behalf of the City for the planning, permitting, installation and ongoing maintenance for the City Asset location.</li> <li>• Post attachment/installation Audits and Quality Control: The Contractor shall conduct site visits at each City Asset location with new and established deployments and provide summary reports on a quarterly basis.</li> </ul>
7	<p><u>Wireless Telecommunication Consulting for City Process, Code and Ordinance Reviews:</u>  When requested, the successful proposer shall work closely with City staff to consult on proposed ordinance, code, permitting, or leasing changes and/or procedural processes related to wireless telecommunications.</p>

**VII. WORK PERFORMED BY CITY / OTHERS**

The City will provide the Contractor with:

- GIS Mapping of City Asset Locations (approximately 2,000 street lights;10 miles of spare conduit; over 20 City Facilities (including parks, and community center));
- Existing City Asset inventory lists; and
- Current code, permit, and leasing documents.

**VIII. DELIVERABLES AND SCHEDULE**

The City is anticipating the ability to lease City assets no later than the third quarter of 2019.

## **IX. PROPOSAL REQUIREMENTS**

### **1. COVER LETTER**

- (a) The Cover Letter must include the following:
  - i) RFP number and project title.
  - ii) Full legal name of proposing business entity.
  - iii) Structure or type of business entity.
  - iv) Name(s) of the person(s) authorized to represent the Proposer in any negotiations.
  - v) Name(s) of the person(s) authorized to sign any contract that may result.
  - vi) Contact person's name, mailing or street addresses, phone number, and email address.

A legal representative of the Proposer, authorized to bind the Proposer in contractual matters must sign the Cover Letter.

### **2. PROJECT TEAM**

Proposals must include the following:

- (a) Approximate number of people to be assigned to the Project.
- (b) Names of key personnel who will be performing the work on this Project, and:
  - i) Their roles and responsibilities on this Project.
  - ii) Current assignments and location.
  - iii) Percentage of their time that will be devoted to the Project.
  - iv) Resumes: Provide a professional resume for each key person, including key personnel of any Subcontractor(s) proposed to be assigned to the Project. Resumes shall include educational background, professional development, and demonstrate that the individual(s) meets the qualification and experience requirements for performing the work as outlined in this RFP.
- (c) Proposals must identify a proposed project manager who would be responsible for the day-to-day management of Project tasks and would be the primary point of contact with your firm. Describe the project manager's experience with similar projects and with managing and leading interdisciplinary teams. List other projects the proposed project manager is currently assigned to.
- (d) Team qualifications and experience on similar or related projects:
  - i) Qualifications and relevant experience of prime contractor.
  - ii) Qualifications and relevant experience of subcontractors, if any.

### **3. PROPOSER'S CAPABILITIES**

- (a) Describe your firm's legal structure, areas of expertise, length of time in business, number of employees, number of independent contractors, annual employee turnover, and other information that would be helpful in characterizing the firm.

- (b) Provide the address of the firm's home office and the address of the office that will manage the project, if applicable.
- (c) Describe similar projects performed with other government agencies within the last five years, which best characterize firm's capabilities, work quality, and cost control.
  - i) For each project mentioned, include the name, address and phone number of a person who can be contacted regarding your performance on the project. When submitting projects for which your firm worked in an auxiliary capacity or in a joint venture or partnership, include the name of the lead firm.
  - ii) For each project mentioned, provide a copy of the Master Licensing Agreement used and sublicensing agreements.
- (d) Describe firm's internal procedures and/or policies associated or related to work quality and cost control.
- (e) Describe or provide a detailed description of firm's approach to overall management and integration of all activities required by the scope of work, including the management objectives and techniques that demonstrate how the work requirements will be met.

#### 4. PROJECT APPROACH AND UNDERSTANDING

For each phase of work, the Project approach should:

- (a) Describe the proposed work tasks and activities, and provide a narrative description of how the firm proposes to execute the tasks during each phase of the Project.
- (b) Identify the team members who will work on each task.
- (c) Describe the proposed work products, Deliverables that will result from each task or activity.
- (d) Identify points of input and review with City staff.
- (e) Based on your firm's expertise and experience with similar projects, demonstrate how your firm will effectively complete the proposed Project.
- (f) Identify the time frame estimated to complete each task.
- (g) If applicable, discuss any unique aspects of the Project, alternative approaches the City might wish to consider, or special considerations related to programmatic/funding requirements.

**X. COMPENSATION.**

A. The proposal shall include the Proposer's proposed revenue split plan. This revenue split shall be based on a five (5) year forecast of projected revenues received from the implementation of the wireless marketing plan and the sublicensing of City Assets. Please note that this revenue split is the only consideration the City intends to offer the Contractor.

**XI. PUBLICATION.**

Name of Publication:

Dates:

Federal Way Mirror  
Daily Journal of Commerce

October 26, 2018; November 2, 2018  
October 26, 2018; November 2, 2018

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