

Greater Oklahoma City Chamber



REQUEST FOR PROPOSALS

For

Wi-Fi Hot Zones

Release Date: June 26, 2006
Pre-Proposal Meeting: July 11, 2006
Submittal Deadline: July 31, 2006

The Greater Oklahoma City Chamber of Commerce (GOKCCC) is soliciting proposals from firms to become a partner in deploying and maintaining Wi-Fi Hot Zones. This cover page is accompanied by a Request for Proposals (RFP) and is an invitation to respond.

A pre-proposal conference will be held on **July 11 at 10:30 am** to provide background information and answer questions. Attendance is not mandatory. It will be held in the Presbyterian Health Foundation Conference Center – 655 Research Parkway, Oklahoma City, OK. If you cannot attend the pre-proposal conference you will be able to attend via video and/or teleconference. Contact Drew Dugan at 405-297-8940 or ddugan@okcchamber.com to make arrangements to attend via video or teleconference.

You are encouraged to submit questions in advance to Mr. Drew Dugan, ddugan@okcchamber.com. Mr. Dugan will also post a copy of the questions and answers covered in the conference on the GOKCCC website (www.okcchamber.com).

Please deliver five (5) hard copies of your proposal to:

**Greater Oklahoma City Chamber
123 Park Avenue
Oklahoma City, OK 73102
405/297-8900
Re: Wi-Fi Hot Zone RFP**

Also please provide a digital version of your proposal by sending a copy saved to a compact disc to the above address or email a copy to ddugan@okcchamber.com.

All proposals must be received by 5:00pm on Monday, July 31, 2006. Proposals received after the deadline will not be considered. Your proposal must be valid for 120 days after the due date. *All proposers will be advised of the award.*

The GOKCCC will not pay for any costs incurred by the proposer for participating in the RFP process, and will retain all materials submitted. The GOKCCC reserves the right to amend, withdraw, or cancel this RFP, and to request additional information. The most qualified proposers may be invited to make a presentation to the selection committee. Presenters will be expected to participate to the degree commensurate with their role in the firm's proposal.

If you have administrative or technical questions, please e-mail them to Mr. Drew Dugan, ddugan@okcchamber.com. Mr. Dugan will also post a copy of the administrative and technical questions and answers received and responded to on the GOKCCC website (www.okcchamber.com). Check the site periodically as additional information may be added from time to time.



REQUEST FOR PROPOSALS

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Wi-Fi Hot Zones

1. INTRODUCTION

The GOKCCC is soliciting proposals from firms to provide assistance in establishing and maintaining Wi-Fi Hot Zones. The required areas of study are defined in the Scope of Work section.

A. Background

Oklahoma City (OKC) is the largest city in the state of Oklahoma with a population of approximately 600,000. The Greater Oklahoma City Metropolitan area includes a population exceeding 1.3 million. Here, city leaders and citizens had a vision. A far-reaching vision has led Oklahoma City into a new frontier of urban innovation. The City has become a driver of unprecedented growth and change. Today, this very city stands as a vision...accomplished.

A \$2.5 billion-dollar renaissance has seen sweeping changes and improvements across nearly every sector. Significant downtown business development has accompanied the renovation of convention, cultural and educational sites. Landmark projects such as the mile-long Bricktown Canal have infused a new life and vibrancy into the Southwest's fastest-growing entertainment district. And neighborhood programs citywide have helped restore historic homes and buildings to their original luster.

This is a vibrant, activity-filled city, one that enables its residents to enjoy an exceptional quality of life. The mild climate offers year-round sunshine. There's low traffic congestion and low pollution. Plus an abundance of arts, Excellence in education, A variety of recreation and an ever-broadening cultural landscape. No wonder **Places Rated Almanac** cited Oklahoma City as one of the "Best Places To Live In North America."

In the early 1990s, the leaders of Oklahoma City were faced with a decision: to compete or retreat. The city was in the wake of the oil bust and had lost a bid to land a United Airlines maintenance facility. The decision was made that to compete, the city must launch a visionary project -- one that would change the face of Oklahoma City forever. That plan is Metropolitan Area Projects (MAPS), an ambitious program that's one of the most aggressive and successful public-private partnerships ever undertaken in the U.S.

The current amount being spent in this public/private partnership exceeds \$2.5 billion. All of the public projects were funded by a self-imposed, five-year, one-cent sales tax. The tax was extended by a vote of the people for six months to cover cost increases during construction. The projects are when finished and debt-free.

Currently Wi-Fi Hot Zones are found in only a few areas downtown and at the City's airport, and soon at the State Fair Park. These Hot Zones are primarily based on the IEEE 802.11 standards, and operate in the 2.4 GHz range.

Additional information about the City of Oklahoma City may be found on:

- The City's website at www.okc.gov.
- Oklahoma City Convention & Visitors Bureau website at www.okccvb.org
- The Greater Oklahoma City Chamber website www.okcchamber.com

B. Purpose of this Request for Proposals

The City believes that Hot Zones bring significant benefits, including the establishment of additional mechanisms for local businesses to market their products and services directly to potential customers in the area. Moreover, establishing additional Wi-Fi enabled areas allows the City to build its reputation as a "technologically savvy" metropolitan area that has the ability to provide increased internet connectivity and an enhanced experience for residents, and business or leisure-oriented visitors.

Based on these benefits and others, the Chamber will facilitate negotiations with asset owners about obtaining access to available mounting assets. Additionally the GOKCCC will entertain the possibility of facilitating the use of other non-monetary incentives as requested by responders.

C. Explanation of Areas Under Consideration

Target areas for Wi-Fi Hot Zones have been selected because they are higher density city focal areas. We believe Wi-Fi Hot Zones could positively impact the area's business climate. Most of these areas have light posts or power poles sufficient for Wi-Fi access point placement. The Wi-Fi deployment is expected to cover city street-level activities. The target areas include (see attached map);

Central Business District
Bricktown
Arts District/Myriad Gardens
OKC Memorial
Oklahoma River (I-35 to Broadway – including Chesapeake Boathouse)
Native American Cultural Center

2. REQUIRED VENDOR INFORMATION

Proposers must have the capability to provide the full range of required services as detailed in the Scope of Work. All proposals shall include the following information:

1. Provide the legal name of your firm, street address, telephone number, and fax number.
2. Provide a description of the organizational structure of the firm (e.g., individual, partnership, corporation, joint venture, etc.).
3. Provide the name, street and e-mail addresses, and telephone number of your project manager for this RFP.
4. Provide the names and titles of the individuals who will be assigned to this project along with their resumes. The GOKCCC reserves the right to approve all key personnel and to request and/or approve replacements. It should include a table of the key personnel (those who report directly to the Project Manager), including their availability throughout the engagement.
5. If a team submits a proposal, designate one person as the lead or Project Manager. All subcontractors involved in the project must be identified as subcontractors. This includes an Internet service provider, web portal designer, and a standards-based radio transmitter equipment provider. If other partners are used or needed, they must be mentioned in the proposal.
6. Demonstrate financial viability to implement the program.
7. Provide a representative listing of clients who have received similar services as described in this RFP.
8. Provide at least three references that the GOKCCC may contact concerning your performance on similar contracts. Public sector references should be given priority.

3. SCOPE OF WORK

The selected firm will deploy, maintain and market outdoor Wi-Fi Hot Zones in target areas. A majority of costs will be shouldered by provider and all revenue will be realized by provider. Based on the proposals, supplemental funding, up to \$150,000, may be available from a community partner to assist with development and/or implementation. These Hot Zones are expected to function similarly to the Hot Zone at The Will Rogers World Airport. Hot Zones will be based on 802.11 b/g standards based technology and will operate in unlicensed spectrum. Users of the Hot Zone will be directed to an area-specific web portal when they log on to the network. It is preferred that the winning provider have roaming agreements with multiple internet access providers so that users can have the option of choosing one of their current providers.

It is possible that wireless access points may be mounted on City assets; however, City bandwidth will not be used for the Hot Zones. Access points should be rugged and designed for outdoor use, yet conform to appropriate aesthetic norms. Minimum average throughput to the user should be 384 Kbps synchronous and signal strength on the ground should not drop below 50% at any location. The Hot Zone's web portal should be designed so that data on the number of individuals using that particular wireless Hot Zone can be recorded. Please include any necessary information on the potential to upgrade equipment for future technologies, such as 902.11n or WiMax.

The Chamber is seeking a definitive estimate of QOS, speeds for uplink / downlink SLA and costs to users along with a list of partners with whom the proposer has roaming agreements. Please include the following information:

- Type of Wi-Fi Hardware and Software
- Design, Construction, and Installation time-lines
- Servers
- Maintenance
- Internet Connectivity
- Power requirements including voltage needs and draw/usage parameters.
- Area specific web portal development and maintenance

If selected for this project, the vendor would have the following additional roles and responsibilities:

- Provide, install, and configure hardware and software.
- Provide project management of all vendor activities.
- Provide consistent updates on project schedule.
- Provide ongoing maintenance to the Wi-Fi network, once it is established.

This project will be a joint effort between the Greater Oklahoma City Chamber, the selected proposers and other community partners. A Project Committee has been assembled to direct the scope of the study, and approve the RFP. If needed, the Committee will provide guidance selecting the firm and monitoring project progress. The selected team would be expected to meet with the Project Committee periodically. The Chamber will make available upon request reports, documents, and other data deemed useful for project completion. The Chamber reserves the right to modify the composition of the scope of services of this project.

4. COSTS

All costs will be borne by provider and all revenue will be realized by provider. Based on the proposals, supplemental funding, up to \$150,000, may be available from a community partner to assist with development and/or implementation. The Chamber intends for this to be a “revenue neutral” project. The Chamber assumes no financial liability. Additional agreements with other partners may be required related to this project including;

- Maintenance costs
- Permitting costs
- Technical upgrades and/or changes

5. PREPARATION AND FORMAT OF PROPOSAL

- Cover letter
- Proposal Summary
The Proposal Summary should include the following information

Coverage – Please include the percentage of coverage that will be available in the target area.

AREA	% COVERAGE

Quality of Service

Please include the service level that will be available to a 100 milliwatt 802.11 b/g client for the areas covered.

ITEM	#
RF Coverage Percentage	
Minimum subscriber throughput	
Estimated # of Access Points (AP)	
Simultaneous Users per AP	

List of Partners

Please provide a complete list of roaming partners that may be available in Oklahoma City. If the partner/s currently have subscribers in Oklahoma City please provide a description of the # of monthly subscribers in Oklahoma City for each partner.

ISP ROAMING PARTNER	# of OKC MONTHLY SUBSCRIBERS

Estimated Costs

Please describe the access fees and/or subscriber rate schedule for the system users.

Time Line

Please provide a Project Plan with milestones and timelines should be included in the proposal.

Please provide a schedule for implementation and construction of the system base “days from contract award.”

▪ Project Approach:

This section should demonstrate an understanding of the scope of the project. It should describe your general approach, organization, and staffing. All sub-contractors (including internet service providers and wireless radio suppliers) and their roles should be identified. A matrix/summary identifying the project manager and key personnel assigned to all phases of the contract and timelines should be included. Include an overview of your implementation strategy and project plan.

Of great importance is a detailed description of your business plan in terms of quality of service, resulting SLA, prices charged to consumers and a list of ISP roaming partners.

▪ Project Assumptions and Exclusions

Please explain any general assumptions or exclusions that were part of the development of your proposal.

6. EVALUATION PROCESS AND CRITERIA

Members of the selection committee will individually review the proposals. The names of the selection committee members and their evaluations are confidential.

Selection will be based on the information submitted. Negotiations may involve one or more proposers. Selection will be based on the best interests that will enhance the growth and development of Oklahoma City. In all cases, the GOKCCC and the selection committee members will be the sole judge as to whether a proposal has or has not satisfactorily met the requirements of the Request for Proposals. The name of the awarded vendor will be disclosed to each vendor who has submitted a proposal. GOKCCC reserves the right to select any of the proposals or none of the proposals based on the responses.

Each member of the panel will evaluate and rank each proposal using the following criteria:

1. Completeness and appropriateness of written proposal
2. Ability to meet technical requirements
3. Ability to meet coverage requirements
4. Costs to the consumers and end users
5. References and performance record on similar projects
6. Team organization, qualifications and experience of key personnel to provide the required services
7. Demonstration of financial viability