

TO: PROSPECTIVE FIRMS

Subject: Request for Proposal (RFP) for Technical and Cost Proposals to Operate WiFi District(s) for the Community Redevelopment Agency of the City of Los Angeles – RFP No. 04-25

Dear Sir/Madame:

The Community Redevelopment Agency of the City of Los Angeles ("Agency") is soliciting technical and cost proposals to implement a Public WiFi District on and around Pershing Square in Downtown Los Angeles (the "Project"). The Agency is also looking at other opportunities within redevelopment project areas in Downtown Los Angeles and Hollywood. Your firm has been identified by the Agency or the Los Angeles Department of Water and Power (DWP) to submit a technical and cost proposal for the proposed Project.

The Pershing Square WiFi District is being funded directly and indirectly for a two (2)-year period by the Agency and DWP with an option for a two (2)-year renewal (if funding is available). The DWP will be reimbursed by the Agency for the Ethernet backhaul to an Internet Services Provider (ISP) at the One Wilshire building.

The Agency is also coordinating with the City of Los Angeles Recreation and Parks Department and the City of Los Angeles Information Technology Agency. The four (4) public agencies will be collectively referred to as the "City Agencies." The Agency is also in contact with the Downtown Business Improvement District (BID) for marketing assistance. Your proposal may also be reviewed and considered for other WiFi projects within the Agency's redevelopment project areas.

Attached is a conceptual diagram (Exhibit B), prepared by DWP that indicates how WiFi would be deployed at Pershing Square. The Agency is issuing this RFP in order to select a firm that will have the responsibility to finalize the design; specify and install the equipment; and provide around-the-clock operations of the WiFi zone (along with the authentication, sign-on security, and data privacy), including some level of customer support. The purpose of the RFP is to give your firm the opportunity to present information on similar projects completed by your team and assigned personnel, review the Agency's needs and to provide a cost proposal to complete the required milestones. You are encouraged to include an ISP as part of your proposal, but it is not required.

It is the City Agencies' intent not to incur costs as it relates to content for the Public WiFi Entry Page (Exhibit C). It will make use of existing content from the Agency's ExperienceLA.com website along with its partners. The Entry Page will contain advertising or sponsorships as it relates to Los Angeles and the surrounding area, as shown in Exhibit C, which illustrates a mock-up of a sample Entry Page, which at this time is only conceptual.

You are requested to submit a Technical and Cost proposal based on the DWP diagram (Exhibit B), and the identified Milestones provided in Exhibit A. **Proposals are due by 2:00 P.M., Monday, July 12, 2004.**

By responding to this RFP, your firm will be considered for other potential WiFi District projects within the Agency's redevelopment project areas.

A. TECHNICAL PROPOSAL

Your Technical proposal shall be prepared in substantially the format shown below:

1. Identification of Firm/Principal. Brief summary profile of your firm, including principal line of business, year founded, form of organization (corporation, partnership, sole proprietorship, etc.), location of office(s). Identify the Principal responsible for managing your proposed Project Team and ensuring delivery of the project. Please indicate why the proposed Project Team is uniquely qualified to perform this work on behalf of the Agency and its partners.
2. Identification of Similar Projects and Assigned Personnel. Summarize similar projects implemented and the WiFi equipment/technology by your team, and identify the personnel by task to be assigned to perform the work. Please indicate whether the identified personnel were involved in the mentioned projects.
3. Services Levels, ISP or Subcontractors. Identify any ISP or subcontractors your firm will employ on this project and describe the scope of services each will perform in support of the Project. Due to the partnership with DWP, bandwidth will not be an issue. What is the envisioned service level, i.e. 1 mbps upstream and downstream or better.
4. Process. Describe your vision of the Project and a proposed approach/methodology in implementing the proposed milestones identified for the Pershing Square WiFi District Project in the Statement of Work, (Exhibit A), attached. Please address how you might provide a minimum level of customer support and your plans for authentication, sign-on security, and data privacy. As part of your response, include information on how you would perform a yearly evaluation of the project.

5. Schedule. Review the proposed milestone dates as contained in Exhibit A and indicate the delivery dates that you would propose.
6. Conflicts of Interest. Describe any existing or potential conflicts of interest or any other problems that exist or may arise in performing the services within the Statement of Work described in this request.
7. References. Provide firm name, contact name, address and contact number for three clients for whom you have provided similar services.

B. COST PROPOSAL

Your Cost Proposal shall include the following information:

1. Detailed firm-fixed cost for the proposed consultant team to implement the proposed two (2)-year project. This shall include estimated labor hours and costs for labor, and costs for incurred expenses for the installation and operation of the project. Please provide a proposed dollar value and number of hours for milestones 1 – 5 that is included in Exhibit A – Scope of Work. Available funding is shown for each milestone.
2. Fully burdened (i.e., includes overhead and profit) hourly rates by personnel to be assigned to the Project and the estimated labor hours. Please include the same information for any proposed subcontractors assigned to this project.
3. It is the intent of the Agency to use advertising, sponsorships, and add-on services to offset the costs of operating the Pershing Square Public WiFi District. The Agency will be considering free WiFi at Pershing Square; however, other business models will be considered in future Agency WiFi projects. Please identify any reimbursable expenses such as the cost of the ISP or other out-of-pocket costs.

C. SCHEDULE

1. The Agency desires to have the services completed per Project Milestones as specified in Exhibit A.
2. The contract term will be not more than two (2)-years after contract execution with a two (2)-year renewal option.

D. DEADLINE DATE FOR SUBMISSION OF TECHNICAL AND COST PROPOSAL

Proposals are due by **MONDAY, JULY 12, 2004, 2:00 P.M.** (Pacific Daylight Saving Time). Proposals shall be submitted in an original and seven copies (**TOTAL OF EIGHT (8) SETS**) to the following address:

The Community Redevelopment Agency of the City of Los Angeles, CA
Contracts & Purchasing Department, 5th Floor
Attn: Ms. Margie De La Rosa, Contracts Specialist/RFP 04-25
354 South Spring Street
Los Angeles, California 90013

A copy of your proposal may be sent to Ms. Margie De La Rosa, Contract Specialist, by email to mdelarosa@cra.lacity.org by the deadline date and time specified above, with the hard copies to follow immediately thereafter.

E. EQUAL OPPORTUNITY/AFFIRMATIVE ACTION POLICIES

It is the policy of the Agency to provide minority, women and other business enterprises (M/W/OBE's) with the opportunity to compete for and participate in the performance of all Agency contracts. Any firm who is awarded a contract will be required to make its best efforts to recruit M/W/OBE's and enhance employment opportunities for minorities, women and others for subcontract opportunities created by any contract. In accordance with the Agency's Policies and Goals for Equal Opportunity and Affirmative Action, all respondents (the prime or lead Contractor/Consultant and each proposed subcontractor) are required to complete and return a Business Profile Form (Exhibit E) with its proposal. A Summary of the Agency's Equal Opportunity/Affirmative Action Policies is included as Exhibit F.

If respondents are successful in obtaining a contract, they will be required to make their best efforts to recruit minority business enterprises or women business enterprises for subcontract opportunities created by any contract(s).

If there are any questions regarding the Agency's Affirmative Action requirements, please contact Ms. Margie De La Rosa, Contracts Specialist, at (213) 977-1844.

F. EVALUATION CRITERIA

The Agency will select the consultant for the contract based principally upon the following criteria:

1. Quality of the proposal including thoroughness, logic, completeness, clarity, methodology/approach, appropriate level of detail and overall responsiveness to the required Milestones. (30%)

2. Similar projects performed, technology and WiFi specifications, and the personnel to be assigned to the Pershing Square Public WiFi project. (35%)
3. Proposed prices, fees, and costs, and overall financial feasibility of the proposal. (35%)
4. Compliance with the Agency's Equal Opportunity and Affirmative Action Program Policies and other Agency Terms and Conditions. (0%)

G. STANDARD TERMS AND CONDITIONS

Any contract awarded will incorporate the Agency's Terms and Conditions (Rev. 06/04), attached hereto as Exhibit D.

H. ADDITIONAL CONTRACT REQUIREMENTS

1. Insurance Requirements

Any contract with the Agency shall require the firm to carry worker's compensation, general liability insurance, as specified in the Agency's Terms and Conditions, Exhibit D, as applicable, automobile liability insurance may be required, as shown below. Respondents shall submit, with its proposal a copy of their current insurance certificate(s) as proof of current insurance coverages even though they may not comply with the Agency's insurance requirements. If your current insurance coverages do not meet the Agency's insurance requirements indicated herein, compliance with these requirements must be met before a contract can be awarded. The insurance requirements are described below.

a. Workers' Compensation

In accordance with state compensation laws, the firm shall carry worker's compensation and employers' liability insurance for all persons employed in the performance of services under any contract awarded.

b. General Liability (Bodily Injury and Property Damage)

The firm shall carry general liability insurance (bodily injury and property damage) in an amount of not less than \$1,000,000.00 per occurrence with a \$2,000,000.00 aggregate, combined single limits prior to commencement of contract services. Such policy shall require thirty (30) days notice to the Agency in writing prior to cancellation, termination or expiration of any kind.

c. Automobile Liability

The firm may be required to carry automobile liability insurance in an amount to be determined by the Agency prior to the award of any contract or consistent with the State of California Financial Responsibility requirements, California Vehicle Code (CVC) 16020(a). Such policy shall require thirty (30) days notice to the Agency in writing prior to cancellation, termination or expiration of any kind.

Evidence of Insurance

The firm will be required to provide the Agency with a certificate verifying such coverage and endorsements acceptable to the Agency before commencing services under any contract awarded by the Agency. If self insured, the consultant will be required to provide the Agency with a letter certifying their self-insured status along with a financial statement certified by a CPA documenting the consultant's reserve account established for the specific insurance program. Such insurance and/or retention programs must provide the Agency with at least the same protection from liability and defense of suits as would be afforded by first dollar insurance.

All insurance policies, including self-insured programs, shall name the Agency and the City of Los Angeles as additional insured.

Modifications to Insurance Coverage

The Agency reserves the right at any time during the term of any contract awarded by the Agency to change the amounts and types of insurance required hereunder by giving the firm ninety (90) days written, advance notice of such change. If such change(s) should result in substantial additional cost to the firm, the Agency agrees to negotiate additional compensation proportional to the increased benefit to the Agency and City of Los Angeles.

Please submit your proposal to the Agency by **2:00 P.M., Monday, July 12, 2004**. If there are any questions, please contact Ms. Margie De La Rosa, Contracts Specialist, at (213) 977-1840. Thank you.

Sincerely,

Ronald Nagai
Director of Procurement and Compliance

LIST OF ATTACHED ATTACHMENTS

- Exhibit A **Statement of Work**
- Exhibit B **DWP Diagram**
- Exhibit C **Entry Page**
- Exhibit D **Standard Terms and Conditions (Rev. 06/04)**
- Exhibit E **Business Profile**
- Exhibit F **Equal Opportunity/Affirmative Action Policies**

EXHIBIT A

STATEMENT OF WORK

Pershing Square WiFi District Project

Project description for the purposes of CEQA

The Pershing Square Public WiFi District Project (“Pershing Square WiFi” or “Project”) is a development of the Los Angeles Community Redevelopment Agency (the “Agency”) and Los Angeles Department of Water and Power (DWP) in cooperation with the Los Angeles Department of Recreation and Parks. WiFi for "Wireless Fidelity", is a set of standards for wireless networks based upon the IEEE 802.11 specifications that operates in the 2.4 gigahertz spectrum. The demonstration Project is proposed to be developed in downtown Los Angeles at the Pershing Square Park which is bounded by Hill Street, Olive Street, 5th Street, and 6th Street. DWP’s proposed conceptual plan is to mount two (2) or more small wireless transmitters on top of the standard perimeter light poles (that are under the jurisdiction of the City of Los Angeles Bureau of Street Lighting) that will then connect via wireless to a small transmitter (with electrical power from the same source providing power to the light fixture) that is located on top of the Pershing Square park office. A concept diagram is attached (Exhibit B) indicating the potential location of the equipment to be installed and the coverage of the Pershing Square WiFi District. The Agency anticipates signs inside Pershing Square Park that are no bigger than a standard no parking sign alerting the public to the availability of the wireless network.

The wireless network is to serve mobile users in the park area with broadband Internet, a web portal with advertising space for City and neighborhood information, and paid advertisements. The Agency desires to offer broadband Internet at no charge. Funding is from the Agency for for the period of two (2)-years with hope that advertising revenues thereafter will be able to sustain the program. DWP will utilize its existing fiber in the street at the northwest corner of Pershing Square and will provide optical Ethernet network services and equipment necessary to connect the Pershing Square WiFi Project to the Internet at the One Wilshire building. Ancillary services might include security cameras, broadband connectivity for park events, Recreation and Parks connectivity at the park, and mobile broadband connectivity service to Los Angeles city police, fire and city maintenance and operations personnel. The major goal of the project is to increase the number of visitors to Pershing Square. Supporting goals are to encourage patronage of the businesses surrounding the park and to support Recreation and Parks programming activities within the park.

The following is the proposed DWP plan for WiFi system installation at Pershing Square Park starting with the DWP fiber at 5th and Olive Streets:

1. Build fiber lateral to electric station in the underground garage at Pershing Square below the office building (DWP).
2. Build conduit to office building from the electric station (Wireless Contractor), and push fiber all the way to the office building (DWP).
3. Set cabinet on wall or equipment rack on floor (2'x2') for a fiber splice panel, Ethernet switch, and WiFi radio (DWP and Wireless Contractor).
4. Install conduit and wiring to roof and place antenna for sending the signal to outlying WiFi radios mounted on light standards (Wireless Contractor).

5. Set WiFi radios on two (2) or more light standards (Bureau of Street Lighting), who link via radio to the radio/Ethernet switch at the office building (Wireless Contractor), and are connected to the light standard electrical system.

Potential Project Expansion

As an alternative or possible expansion of the Project, steps 1, 2, 3 and 4 could route to a building adjacent to the park. In this case, the Wireless Contractor's ISP would likely offer Internet to the building used at the WiFi head end. This alternate is a total bypass of installing any equipment in the Pershing Square office, while still achieving a WiFi network serving the park and surrounding area.

There is also the possibility that the Agency would secure additional funds to expand the Pershing Square Public WiFi Project into the Downtown Los Angeles Historic Core.

Project Milestones

The following milestones have been identified for this project.

Milestone 1: Consultant Retention and Agreement on Pershing Square WiFi District Coverage
Complete at 30 Days from Inception

Milestone 2: Finalize Pershing Square WiFi District Equipment Specifications and Operational Plan
Begins at 30 Days and Complete at 60 Days

Funding: DWP build's fiber to Pershing Square and provisions a 5 – 10 Mbps ethernet circuit to One Wilshire building interface with a ISP.

DWP and WiFi provider agree upon WiFi equipment and specifications.

City of Los Angeles Bureau of Street Lighting provides access to 2 – 4 designated light standards along with power, while Recreation and Parks will provide access to a building on site plus power, etc.

Milestone 3: Develop and Finalize Operational Plan for Pershing Square WiFi District
Begins at 60 Days and complete at 90 days.

Funding: Agency to provide two (2)-years of funding; amount to be determine as a result of this RFP – covers DWP backhaul, ISP, and 24/7 WiFi operations.

Milestone 4: Develop and finalize Pershing Square WiFi Entry Page – Including content, marketing plan, and potential log-in requirements

Funding: It is the intent of the Agency to have the Downtown BID be given the responsibility to secure advertising for the Entry Page. Entry Page will also contain information links to partner webpages such as ExperienceLA.com, City of LA Recreation and Parks, DWP, and the Downtown BID.

Begins at 90 Days and complete at 120 days

Milestone 5: Begin Operating the Pershing Square WiFi District – Submittal of Monthly Operational Reports

Begins at 120 days and continues for the life of the Project.

Milestone 6: Marketing the Pershing Square WiFi District

Funding: The Agency and its partners will market the website based upon the marketing plan developed by the WiFi operator. Downtown BID will continue to seek advertising for the WiFi portal page. The Agency will work with Recreation and Parks to have multiple signs posted in Pershing Square promoting Public WiFi.

Begins at 120 days and continues for the life of the Project.