

REQUEST FOR PROPOSALS

TO PROVIDE A

WIRELESS FEASIBILITY ANALYSIS

ISSUED BY THE

DOWNTOWN PHOENIX PARTNERSHIP

Economic Development Department

541 East Van Buren, Suite B-1

Phoenix, AZ 85004

May 1, 2006



COPPER SQUARE

DOWNTOWN PHOENIX

IN CONJUNCTION WITH OUR STRATEGIC PARTNERS



City of Phoenix



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A. Introduction

Copper Square is the 90-block central business district (CBD) core of downtown Phoenix and is home to over 26,000 daytime workers within one-half square mile.

Copper Square is the center of sports, arts and cultural institutions, and business employment in the greater Phoenix region. Over the past 10 years, Copper Square has experienced significant revitalization—it is no longer on the verge of a redevelopment renaissance. It has begun.

More than \$2.5 billion is being invested in Copper Square real estate redevelopment within the **next three years** by the public and private sectors. Compare this to the \$3 billion that has been invested in this CBD over the **prior fifteen years**. A new convention center, new hotels, multiple high-rise condominiums, and two new urban university campuses for more than 15,000 new college students are currently under construction within Copper Square.

This one-half square mile business district is managed by the Downtown Phoenix Partnership (DPP)—a non-profit, public-private partnership business improvement district (BID). The DPP, on behalf of its private sector stakeholders, is the author of this Request for Proposals (RFP).

The DPP provides supplemental services, including marketing, security and hospitality, transportation and parking, and economic development services to its stakeholders.

Four entities—the City of Phoenix, Maricopa County, Arizona State University, and the DPP—together as key stakeholders, desire to improve economic conditions and resident and visitor satisfaction by providing wireless Internet access throughout the 90-block business district.

B. Purpose of this Request for Proposals

Building on the momentum of Copper Square's current successes, the DPP believes that the deployment of a wireless network blanketing the 90-block area of Copper Square (and potentially beyond) would enhance the experience for visitors and conventioners, businesses and new residents of this culturally-rich business district.

The intent of this effort is to provide wireless internet access to users in the public realm of Copper Square—in parks, retail stores, sidewalk cafes, and other spaces accessible to the public. It is DPP's desire to locate a private sector company to provide this service at no cost to users at least on a limited basis.

The DPP and its three partners are seeking a qualified wireless technology consultant to conduct pre-development analyses of the wireless industry, the local landscape, and wireless deployment throughout Copper Square. The DPP is requesting technical assistance to develop an RFP to recruit a private sector technology company to build the wireless Internet network.

The successful respondent's research and final report should yield an RFP for the deployment of a wireless Internet network throughout Copper Square (and potentially a broader area within central Phoenix should demand exist from the local government, residents, and businesses.)

Phoenix is currently the fifth-largest municipality in America, spanning over 500 square miles. The greater Phoenix metropolitan region is the twelfth-largest in America and has been one of the two fastest-growing regions in America for years.

C. Scope of Work

1. Assess and Define Stakeholder and End-User Needs and Knowledge

- Survey local retail businesses, cultural institutions, mass transportation providers, and office tenants in Copper Square regarding their knowledge of, demand for, and interest in wireless Internet;
- Survey potential end-users regarding service delivery expectations;
- Identify and document service delivery issues and customer challenges experienced by other municipalities that may also apply to this project area;
- Develop, the DPP, a comprehensive mission statement including goals and objectives for the deployment of a wireless network;
- Suggest further considerations or issues to be considered.

2. Inventory Existing Telecommunications Infrastructure and Planning Efforts

- Analyze and describe existing broadband services and communications infrastructure owned and operated by the private sector;
- Analyze and describe current access to wireless broadband networks in the project area, i.e. wireless hotspots within office and government buildings, stadiums, stores, cafes; Describe any potential for interference with existing hot spots;
- Describe the telecom assets within Copper Square which the City of Phoenix, Arizona State University, and Maricopa County owns, or has access to, that can be used to meet the needs of a future wireless service provider, i.e. towers, light poles, and buildings suitable for installing new infrastructure;
- Catalog and map the available vertical assets and technical infrastructure that could be used by prospective providers in their proposals.
- Suggest further considerations or issues to be considered.

3. Analyze the Telecom Industry in Phoenix and Arizona

- Ascertain the telecom industry's plans to expand or upgrade infrastructure to include wireless networks in Phoenix, if any;
- Describe the current competitive dynamic within the telecom industry in Arizona and its impact on the development of a wireless network; Describe the political experiences other AZ municipalities have faced while implementing wireless access for public consumption;
- Describe the likely reaction from the telecom industry if a business community-initiated wireless network were to be built—both in the Copper Square project area **and** beyond its boundaries throughout greater central Phoenix;
- Identify any existing local, state, or federal laws or potential legal implications for the deployment and operation of the technical infrastructure; Ascertain any future legislative roadblocks;
- Suggest further considerations or issues to be considered.

4. Identify and Evaluate Best Practices and Business Models

- Conduct a market analysis and identify potential local customers;
- Research business models in comparable marketplaces and assess successes; Review existing successful ownership/operation arrangements by these entities;
- Recommend business models given market analysis, technical considerations, the physical landscape, visitor usage, and the stakeholders' objectives;
- Suggest further considerations or issues to be considered.

5. Develop Conceptual Design; Recommend Options

- Develop an RFP to be released by DPP to the private sector for development of wireless Internet access;
- Recommend likely business models to be proposed in the RFP to ensure the greatest response by private sector developers/operators;
- Recommend potential coverage areas and related feasibility and technical issues, challenges, and/or obstacles to deployment by a developer/operator;

- Define the technical specifications that must be included in the RFP to ensure responses are valid and feasible (e.g. security, interference mitigation, reliability standards, scalability objectives, capacity requirements, etc.)
- **Note: Responding to this RFP eliminates any entity—and any business interest affiliated with that entity—from responding to the subsequent wireless development/operational RFP to be developed.**

D. Roles and Responsibilities

1. The Role of the Downtown Phoenix Partnership

During the engagement, the DPP will act as the project manager for the stakeholders and as the main point of contact with the Consultant, although representatives of other stakeholders may be included in certain meetings and the Consultant may have direct dialogue with other stakeholders on particular issues. The Consultant will keep the DPP informed of all progress on the project.

2. The Role of the City of Phoenix

The Chief Information or Technology Officer, or a designee, will serve on the review/selection committee. City of Phoenix technical staff will share any information and/or insights necessary to complete the Scope of Work. Phoenix will also make available, upon request, existing reports, documents, and other data (such as GIS) that they possess that is deemed useful for the project.

3. The Role of Arizona State University

The Chief Information or Technology Officer, or a designee, will serve on the review/selection committee. ASU technical staff will share any information and/or insights necessary to complete the Scope of Work. ASU will also make available, upon request, existing reports, documents, and other data (such as GIS) that they possess that is deemed useful for the project.

4. The Role of Maricopa County

The Chief Information or Technology Officer or a designee, will serve on the review/selection committee. County technical staff will share any information and/or insights necessary to complete the Scope of Work. The County will also make available, upon request, existing reports, documents, and other data (such as GIS) that they possess that is deemed useful for the project.

5. The Role of the Selected Consultant

Analyze, research, investigate, survey, and document, as necessary, to complete the described Scope of Work.

The parties agree that the selected Consultant will be an independent contractor to the DPP serving as an agent and as a fiduciary collectively to the DPP and to the other stakeholders. Hence, the Consultant is obligated to disclose to the DPP and other stakeholders any real, potential, or apparent conflicts of interest that the Consultant may have in serving the interests of the DPP or the other stakeholders in this matter.

Moreover, the Consultant shall not be affiliated with or have a prejudice for or against any manufacturers or service providers of wireless services, systems, or components that may benefit from or be used for a WiFi system in Phoenix.

Unless specifically agreed upon in writing, the DPP will have the right to copy, use, and transfer to others, and further develop any and all information, documents, and ideas provided to DPP in response to this RFP whether or not DPP selects the provider of such information or ideas as the Consultant.

The selected Consultant must agree that all information collected under a contract that is awarded from this RFP, and the results and conclusions drawn there from shall be the property of the DPP and the Consultant shall not disclose the information, results, or conclusions to others except with written permission from DPP. However, the Consultant is free to disclose to others the general nature of the Consultant's role and responsibilities as described in this document.

E. Budget & Fees

Respondents should propose a budget based upon the stated scope of work. Propose a fee for each aspect of the Scope of Work and include a potential list of reimbursable expenses with a not-to-exceed figure.

F. Preparation and Format of Proposal

1. Cover Letter

The cover letter should include a summary of the proposal, including a brief description of their approach, the firm's experience in similar markets, and key staff bios.

2. Project Approach

Demonstrate a thorough understanding of the Scope of Work for the project. Provide an overview of your analysis strategy, project plan, and analysis timeline. Describe your general approach, organization, staffing and costs. Include the relevant experience of the key personnel that will be assigned to the project.

An organizational chart identifying the project manager and key personnel assigned to all phases of the contract, a budget and timelines should be included. Subcontractors and their roles must be identified.

G. Evaluation Process and Selection Criteria

DPP will assemble a review committee to evaluate all responses to this Request for Proposals. The review committee will include, but is not limited to, representatives from DPP, Arizona State University, Maricopa County, and City of Phoenix. From this review, the committee may recommend a company solely on the basis of submittals, or may identify a short list of candidates for interviews. The committee may contact any or all respondents to clarify submitted information. The DPP will make the final selection.

DPP will select the company that most successfully meets the selection criteria listed below:

- Experience of the team members in successfully completing projects of a similar nature;
- Capacity of the team to provide the full range of project management skills needed and to adequately respond to the scope of work;
- Qualifications of the key individual(s) and/or sub-contractors proposed to provide these services;
- Reasonableness of billing rates and estimated budget.

H. Schedule

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| • Request for Proposals Issued | May 1 |
| • Indication of Intent to Respond | May 10, 5 p.m. |
| • Responses Due | May 24, 5 p.m. |

1. Submission Requirements

All respondents must submit 8 (eight) hard copies of their proposal to DPP.

Please provide a minimum of three client references from similar markets, i.e. other large or mid-sized downtowns. Each listed reference should include a one page description of past services provided to that client and a point of contact.

Proposals should be mailed or delivered to:

**Rob Edwards
Director of Economic Development
Downtown Phoenix Partnership
541 E. Van Buren
Suite B-1
Phoenix, AZ 85004**

2. Terms of Contract

The DPP intends to enter into a contract with the selected consulting company for a term to be negotiated between the DPP and the selected consultant.

3. Project Management

The DPP will be the contracting agency. The project will be managed by the Economic Development department under the guidance of DPP's Board of Directors.

4. Responsibilities of Consultant during Term of Agreement

The Consultant will be fully responsible for all aspects of satisfying the Program requirements in accordance with the terms set forth in the Contract.

5. Other Considerations

1. Acceptance or Rejection of RFP Submittals

The DPP reserves the right, at its sole discretion, to reject any or all submittals, to waive minor informalities of a submittal, or to cancel, revise or extend this solicitation. All materials and documents submitted by the proposer in response to this RFP will become the property of DPP and will not be returned. The Consultant and all respondents will be responsible for all of their costs incurred during the proposal and negotiation process.

2. RFP Clarification/Interpretation

Any change, clarification or interpretation of the RFP documents that are of substance shall be issued in writing by DPP and distributed to firms, which have indicated their Intent to Respond by the May 10 deadline. Oral instructions or information concerning the request for proposal given out by DPP managers, employees, or agents to prospective respondents shall not bind the DPP.

3. Licenses and Certifications

The selected Consultant shall have the required business licenses needed to perform work in the City of Phoenix prior to commencement of the work.

Prior to contract approval, successful respondents must be certified by the City of Phoenix as an Equal Employment Opportunity Affirmative Action Employers. Any supplier, lessee, individual, firm, vendor, contractor, subcontractor in performing under this contract shall not discriminate against any worker, employee, applicant, or any member of the public because of race, color, religion, gender, national origin, age or disability, nor otherwise commit an unfair employment practice. Such actions shall include, but not be limited to, the following: employment, promotion, demotion, transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training including apprenticeship.

4. Minority/Women/Emerging Small Business Participation

The Downtown Phoenix Partnership encourages the participation of minority, women and emerging small business enterprises and encourages the utilization of M/W/ESB subcontractors in all of its projects.

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