



DANE COUNTY
DEPARTMENT OF ADMINISTRATION
PURCHASING DIVISION

REQUEST FOR PROPOSAL (RFP)

Revised 06/2021

RFP NUMBER: **122044**

RFP TITLE: **Broadband Infrastructure
Engineering Assessment**

RFP DEADLINE: **Wednesday, May 25, 2022
2:00 p.m. (CST)**

**PROPOSALS
MUST BE
UPLOADED TO:** **Purchasing Bid Dropbox
www.danepurchasing.com**

Late, faxed, mailed, hand-delivered or unsigned proposals will be rejected

**DIRECT
ALL INQUIRES TO:**

Megan Rogan
Purchasing Officer
(608)283-1487
rogan.megan@countyofdane.com
www.danepurchasing.com

PROPOSAL SUBMISSION CHECKLIST

- | | | |
|---|--|--|
| <input type="checkbox"/> Update Vendor Registration | <input type="checkbox"/> RFP Response
(Separate from Cost Proposal) | <input type="checkbox"/> Upload RFP Response and Cost Proposal to Purchasing Bid Dropbox |
| <input type="checkbox"/> Read Entire RFP Document | <input type="checkbox"/> Cost Proposal
(Separate from RFP Response) | |

DATE ISSUED | April 13, 2022

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1.0 RFP OVERVIEW

1.1 Introduction

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal according to the specifications set forth within this document.

The County intends to use the results of this process to award a contract or issue of purchase order for the product(s) and or services(s) stated.

The Dane County Purchasing Division is the sole point of contact for questions and issues that may arise during the RFP process.

1.2 Clarification of the Specifications

All inquiries concerning this RFP must be **emailed** to the **person indicated on the cover page** of the RFP Document.

Any questions concerning this RFP must be submitted in writing by e-mail on or before the stated date on the **Calendar of Events** (Section 1.4).

Proposers are expected to raise any questions, exceptions, or additions they have concerning the RFP document at this point in the RFP process. If a proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the proposer should immediately notify the contact person of such error and request modification or clarification of the RFP document.

Proposers are prohibited from communicating directly with any employee of Dane County, except as described herein. No County employee or representative other than those individuals listed as County contacts in this RFP is authorized to provide any information or respond to any question or inquiry concerning this RFP.

1.3 Vendor Conference?

[There will not be a vendor conference.](#)

1.4 Calendar of Events

Listed below are specific and estimated dates and times of actions related to this RFP. The actions with specific dates must be completed as indicated unless otherwise changed by the County. In the event that the County finds it necessary to change any of the specific dates and times in the calendar of events listed below, it will do so by issuing an addendum to this RFP and posting such addendum on the Dane County [website](#). There may or may not be a formal notification issued for changes in the estimated dates and times.

DATE	EVENT
April 13, 2022	RFP Issued
May 13, 2022	Last day to submit written inquiries (2:00 p.m. CST)
May 16, 2022	Addendums or supplements to the RFP posted on the Purchasing Division website
May 25, 2022	Proposals due (2:00 p.m. CST)
June 2022	Interviews (if needed)

June 2022	Vendor Selection/Award
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1.5 **Evaluation Criteria**

The proposals will be scored using the following criteria:

Proposal Requirements	Percent
Organizational Capabilities (Section 3.4)	15%
Staff Capabilities (Section 3.5)	20%
Project Plan (Section 3.6)	45%
Project Timeline (Section 3.7)	10%
Cost	Percent
Cost (Section 5)	10%
Total	100%

1.6 **Submittal Instructions**

Proposals must be received in the Purchasing – Bid Dropbox located on the www.danepurchasing.com website no later than the date and time indicated within the RFP Deadline field on the RFP Cover Page or addenda. Late, faxed, mailed, hand-delivered, or unsigned proposals will be rejected unless otherwise specified. Dane County is not liable for any cost incurred by proposers in replying to this RFP.

All proposals must be saved in PDF format unless otherwise specified within the RFP document and the file name shall include the RFP# and name of business submitting proposal.

Example of how to name the files:

120012 – Vendor Name – RFP Response

120012 – Vendor Name – Cost Proposal

To Submit a Proposal:

1. Go to www.danepurchasing.com and click on Purchasing – Bid Dropbox or click on the Open RFP's and Bids page link.
2. Click on the Submit a Bid button within the green Purchasing Bid Dropbox.
3. Type in the Email, First Name, Last Name and Company information and click Continue.
4. Drag and drop the RFP files one at a time into the “Drag files here” box.
5. After all files have been placed into the “Drag files here” box, click on the blue Upload button.
 - a. The file upload status can be seen for each document uploaded.
 - b. After each document reaches 100%, it will say “Uploaded”.
6. Confirm all files have been uploaded and then close out of the window.

2.0 PROJECT OVERVIEW AND SCOPE OF SERVICES

2.1 Definitions and Links

The following definitions and links are used throughout the RFP.

County: Dane County

County Agency: Department/Division utilizing the service or product.

Dane County Purchasing website: www.danepurchasing.com

Fair Labor Practices websites: www.nlrb.gov and <http://werc.wi.gov>

Purchasing

Proposer/Vendor/Firm/Contractor: a company submitting a proposal in response to this RFP.

2.2 Scope of Services/Specification Overview

A. PROJECT OVERVIEW

Introduction

The Dane County Task Force is seeking a qualified consultant to conduct a broadband engineering assessment study and to serve as a broadband expansion coordinator who will support implementation of the study recommendations, primarily through helping Dane County communities with project development, grants and implementation.

Broadband Engineering Assessment & Coordination Background

Dane County, population 547,000, is made up of 71 individual municipalities (33 towns, 20 villages and 8 cities). Although it is the fastest growing county in the state, there are significant portions of the county that are underserved, often being rural portions of the county. Other reports that the Broadband Engineering Assessment Report acknowledges shall include the Dane County Broadband Survey conducted in 2022 by University of Wisconsin - River Falls, and the survey and speed testing conducted by the Madison Area Economic Partnership (MadRep).

Purpose and Goals

The broadband engineering assessment study will provide Dane County with the information needed to analyze, select and implement the best solutions to improve broadband across the entire county. The Dane County Broadband Taskforce has been addressing gaps in broadband service in Dane County and aims to support municipalities as they prepare to seek grants to develop a more robust broadband network that will ultimately improve service countywide.

General Community Information

Dane County is an expansive county located in southcentral Wisconsin. Covering 1,238 square miles, Dane County has an estimated 2020 population of 564,000. Roughly 84% of the population resides in the cities and village. The 3 largest cities are Madison (269,840), Sun Prairie (35,967) and Fitchburg (29,609). The City of Madison is the county seat and state capital.

B. SCOPE OF SERVICES

To further efforts to improve Broadband service countywide, Dane County is requesting proposals for a Broadband Infrastructure Engineering Assessment, as well as coordination services for local communities. The ultimate objective is to develop a comprehensive strategy that will provide reliable Broadband service up to 100 mbps to every residence and business in Dane County. This target aligns with ARPA

SECTION 2 – PROJECT OVERVIEW AND SCOPE OF SERVICES

requirements. If technologies that are not scalable to 100 mbps or greater are used or recommended in order to provide an interim or transitional solution for the unserved, such technologies must be considered transitional only. Interim solutions may be necessary, but should only be recommended as transitional to a scalable final solution. The study should provide an understanding of what is currently available, show areas that the infrastructure is serving, capacity, and who owns the infrastructure; and identify voids or deficiencies in service.

The following outlines the study and report requirements:

Section 1 – Current assessment

Review of competitive environment:

- Complete an inventory of existing fiber networks and all other Broadband providers and services within the county, including ownership and availability for use by other network providers.
- Integrate results of the survey conducted for Dane County by UW-River Falls. The survey, which included speed testing, was conducted to identify gaps in service, including building a more accurate broadband service map.
- Map location of existing fiber and broadband-related electronics and available broadband speeds available by provider. This information should be provided in a format usable by the County GIS systems.

Section 2 – Technology options

- Options for services provision to include:
 - Mix of technologies and phased build out plans with multiple platforms scalable to 100 Mbps and include wireless, fiber, ARMER, cell, and other towers/structures, cable, etc.
 - Options should include scenarios using what already exists within the County, with a minimum service level of (25/3, 100/100, Gb, symmetrical and asymmetrical options (county must choose)).
 - Business models and pro forma to be analyzed to include but not be limited to:
 - Build on existing networks: Options to combine or collaborate with existing providers to provide middle and last mile coverage to the underserved and unserved, with special emphasis on leveraging Connect America Fund (CAF2) and other Federal agency dollars.
- Conduct pre-engineering study(s) at sufficient depth to estimate costs and approximate implementation timeframes for full network implementation. This evaluation should:
 - Include an assessment of all available mainstream high-speed technologies either alone or in combination and include an assessment

SECTION 2 – PROJECT OVERVIEW AND SCOPE OF SERVICES

and consideration of both Fiber to the Premise (FTTP) and wireless technologies. All parts, materials, and service proposed must be currently available on the market and in continuing production (no discontinued manufacturers or parts).

- Provide an assessment of primary and redundant backhaul connection options between local network and the Internet.
- Define the proposed service area and create a conceptual fiber route and high level design to provide the greatest coverage, showing businesses and publicly owned facilities passed within ½ mile on both sides of the fiber route.
- Use algorithmic tools to combine the map data with historical cost data to provide an estimated cost to offer scalable broadband service for all options identified. Costs will be calculated by service area and anticipated route miles to determine capital costs for fiber optic mainline, access equipment, cell tower backhaul, routers, and switches. Costs should be all inclusive of any design, initial configuration and installation costs.

Section 3 – Broadband Expansion Coordination.

- Playing the role of the Broadband Expansion Coordinator, the consultant shall:
 - Implement the goals and recommendations of the Broadband Infrastructure Assessment Report.
 - Coordinate implementation of broadband expansion throughout the county, focusing on underserved areas.
 - Work with Internet Service Providers (ISPs) in implementation of expansion.
 - Help local communities in project development, grants, and implement broadband expansion.
 - Maintain awareness and monitor status of federal and state broadband-related grants and loans, and other potential sources of funding.

C. DELIVERABLES

Provide a brief progress report describing what has been accomplished toward sections 1, 2 & 3 of the scope of services, including findings from the review of the competitive environment, technology options, and the pre-engineering study. Associated maps should be included. The progress report should include any unforeseen changes to the project schedule. A presentation of the progress report will be made at the request of the Dane County Broadband Taskforce.

Develop a final comprehensive written report that includes final findings of the items described above in the progress report requirements. The report should present alternative methodologies for deploying broadband services throughout Dane County, and address the engineering and business parameters of each alternative. The analysis must consider a wide continuum of engineering options. It shall also highlight associated costs, alternative financing methods including other funding sources, as well as risk, timing and service quality considerations. The report must conclude the analysis by identifying a

SECTION 2 – PROJECT OVERVIEW AND SCOPE OF SERVICES

recommended strategy and associated action plan for its implementation. At a minimum, the written report shall include:

- Executive summary
- Results from surveys and any other public participation efforts.
- Incumbent providers, their locations(s) and details on current service technologies
- Preliminary design modeling to achieve connectivity and redundancy affordability
- Modeling in support of network build
- Estimation of project cost and construction timeline
- Provide ESRI ArcGIS shape files or geodatabase created or utilized for the assessment in the Dane County Coordinate System, including updated towers/tower facilities

In addition, the successful consultant is expected to present the Broadband Infrastructure Engineering Assessment (in person and virtually) at a meeting of the Dane County Broadband Task Force. The draft assessment will be provided to the County electronically in Microsoft Word or Adobe pdf format at least one week prior to the presentation to the Task Force. The same will be provided to the County Board of Supervisors at a County Board meeting.

SECTION 3 – PROPOSAL PREPARATION REQUIREMENTS

3.0 RFP RESPONSE PREPARATION REQUIREMENTS

Proposals shall be organized to comply with the section numbers and names as shown below. Each section heading should be clearly marked. Graphics may be included. The RFP sections which should be submitted/responded to are:

3.1 Attachment A – Vendor Information

3.2 Table of Contents

Provide a table of contents that, at a minimum, includes all of the sections as identified below. Listings of sub-sections and graphics/tables also may be included.

3.3 Overview:

Provide a one-page overview of the firm's interest in leading in the development of the Broadband Infrastructure Engineering Assessment & Broadband Expansion Coordination project. Provide a brief statement demonstrating the firm's understanding of the project and the desired outcomes and work products.

3.4 Organization Description & Capabilities

Provide a description of the organization submitting the proposal. Include the name, legal structure and areas of expertise. Describe the company's experience and capabilities in providing similar services to those required. Be specific and identify projects and dates. Include links to or copies of associated work products.

3.5 Staff Qualifications

Provide resumes describing the educational and work experiences for each of the key staff, including sub-consultants, who would be assigned to the project. Dane County expects a single project manager to be assigned to the project for the duration. Please identify the project manager. Include a brief statement of the availability of key assigned personnel to the team.

3.6 Project Plan

Provide narrative regarding the firm's approach to facilitating a planning process for the Broadband Infrastructure Engineering Assessment. The proposer shall include in their approach to this project their plan for each of the report requirements described in section 2.2.

3.7 Project Timeline

Present a realistic timeline for this project's completion from the time a contract is awarded. Please provide range estimates for each designated activity in the project. The proposer shall include all key consultant and meeting benchmarks.

3.8 References:

Proposer must include in their RFPs a list of organizations, including points of contact (name, address, and telephone number), which can be used as reference for work performed in the area of service required. Selected organizations may be contacted to determine the quality of work performed and personnel assigned to the project.