

## **ITEM #170656**

### **Broadband Connectivity Sub-Committee's Request to Proceed with Broadband Expansion Request for Proposals**

This document is an outline of the proposed RFP.

## **Community Broadband Study RFP Outline**

### **What to Include in the RFP?**

- Primary Goals
  - Lower prices and increased speeds for residents
  - Lower prices and increased speeds for businesses
  - Everyone has access to municipal network in designated areas
- Secondary Goals
  - Lowest priced gigabit internet for residential service in the United States
  - Lowest priced internet for businesses in the United States
  - Free internet for residential and business customers
- Budget
  - \$120,000 to \$140,000 for study

### **Basics of a broadband feasibility study** (report is intended as fiber master plan)

- Feasibility engineering cost estimate of each option
  - Universal service in City, other areas would be business case driven
    - GRU Service Area
    - Urban Reserve with consideration for density
    - Municipal areas within the county where GRUCom has infrastructure (Newberry, Hawthorne, Archer, High Springs, Waldo and Alachua)
  - Infrastructure assessment (Gap analysis from current to implementation)
    - Best available technology for the application
    - Leverage AMI and Smart City plans
  - Implementation Timeline
- Financial feasibility models and forecasting models
  - Should study each alternative and provide sensitivity analysis of key variables
    - Goals are free, and/or lowest priced gig for residential and commercial customers, however each scenario would need to be compared to a market rate
    - Recognize change to GRU/GRUCom's business model and determine impact on current business
    - Analysis of funding options and mechanisms for community investment, including potential grants to close funding gaps
  - Various market-based levels of service (content partners considered)
    - Broadband only
    - Content package included
    - Phone or other services
    - Triple play combination

- Market analysis (How many potential customers and at what cost?)
  - Description of methods
  - Residential and commercial surveys
  - Legal and regulatory assessment (primary with an option to move forward with additional or refined analysis)
  - SWOT Analysis
  - Competitive analysis (current and outlook)
  - Likely and required adoption rates and schedules
  - No MDU's
  
- Report of findings. At a minimum should include:
  - Description of the work done
  - Description of the findings
  - Recommendations for moving forward
  - Executive summary

**Topics Included by Other Cities in RFPs ( *\*\*\*included in RFP Outline\*\*\** )**

- Legal / regulatory assessment
- Detailed analysis of broadband technologies
- Description of benefits of broadband
- SWOT Analysis (Strengths / Weaknesses. Opportunities and Threats)
- Analysis of the competition
- Analysis of funding options
- Discussions with potential partners
- Marketing plan
- Timeline

## **RFP Timeline**

*Average time for RFP is 3-4 months*

**Estimated time for this RFP is @ 5.5 months** with basic considerations for timeline as follows:

Draft and finalize RFP document	3-4 weeks
Issue date	
Pre-Proposal if applicable	10 days min after issue
Deadline for questions	7 business days before due date
Due Date	Average 4 weeks for complexity
Committee: read through responses – purchasing to tab pricing, check references	1 week
Evaluation meeting with committee – determine short list for presentations	1 week
Schedule and hear short list presentations	3 weeks
Final evaluation meeting with committee – determine winner and post results	1 week
Protest window	7 business days
GM - CM / UAB / CC approvals	3 weeks keyed from EOM, driven by UAB dates
Negotiate/finalize contract	3 weeks
Issue PO/schedule kick-off	1 week
Length of Study and final presentation	Unknown