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Title: Request for Proposal (RFP) Broadband Business Plan Strategy (B)

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Date	Ver.	Action By	Action	Result
3/4/2021	1	City Commission	Approved as Recommended	

Request for Proposal (RFP) Broadband Business Plan Strategy (B)

On July 16, 2020, the City Commission requested city staff to look at the previous broadband feasibility study and see how to make the city broadband project more achievable. During the discussion, the City Commission wanted to address the issues with low-quality broadband, costs of broadband, and the digital divide.

To that end, staff prepared a Request for Proposal (RFP) that was released by the City’s Purchasing Division on 11/04/2020. A diverse staff evaluation team reviewed proposals from two (2) entities submitted consistent with the City’s procurement regimen. The number one ranked firm Magellan Advisors, LLC has prior experience working on similar projects across Florida. The City of Lakeland, FL, City of Clermont, FL, and seven other Florida cities and towns. Magellan Advisors, LLC also had an engaging and mature approach to Digital Inclusion Strategy. It includes surveying the local population to determine issues and engaging city leaders and stakeholders to identify new opportunities and programs to build and implement a Broad digital inclusion plan across the City. Staff ranked the two firms:

- 1) Magellan Advisors, LLC
- 2) Tilson

Goal 4 of the City Commission’s Strategic Plan concerns advancing efforts to make Gainesville a resilient local economy. Additionally, the Commission identified the development of a community broadband strategy as their top priority for their 2020-2021 policy agenda.

The bid award amount proposed by Magellan Advisors, LLC is \$145,400. Funding of \$49,886.52 has been identified from fund 990-9901 (Broadband Feasibility Study funding) and \$95,513.48 has been identified from fund 511-M182 (Broadband Costs).

The City Commission: 1) approve the selection of Magellan Advisors, LLC 2) authorize the City Manager or designee to negotiate a contract and any related documents with Magellan Advisors. Subject to approval from the City Attorney as to form and legality; and, 3) return to the City Commission for final review and approval of the contract.