

City of Mount Sterling, Kentucky



Request for Proposals (RFP) for Business District Public Wi-Fi Project

Date Issued: Wednesday, November 24, 2021

RFP Submission Deadline: Tuesday, December 14, 2021

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REQUEST FOR PROPOSALS

SUBJECT: Installation, administration, and maintenance of public Wi-Fi serving Mount Sterling's Business District.

INQUIRIES: All inquiries or questions must be directed to Joshua Farrow as detailed in this document.

Questions regarding the RFP must be received via email, to Joshua Farrow, joshua.farrow@ky.gov, no later than 4:30 PM local time on December 7, 2021. If a determination is made that a clarification or change to the RFP document is required, a written addendum will be posted on the appropriate sections of the websites of the issuers. Respondents are responsible for obtaining all RFP updates.

Proposals may be submitted electronically. Proposals should be submitted in PDF form, not exceeding 15 single-sided pages including cover pages, table of contents, and cover letters. Proposals should be submitted to the following email address: requests@gwadd.org. Submissions must include the following subject line: "[Firm Name]: RFP – Mount Sterling Business District Public Wi-Fi Project."

Firms wishing to submit hard copy proposals should send five copies of their statement of qualification, not exceeding 15 single-sided pages (including cover pages, table of contents, and cover letters), to Joshua Farrow, Gateway Area Development District, 110 Lake Park Drive, Morehead, KY 40351. All documents must be sealed and marked on the outside "[Firm Name]: RFP – Mount Sterling Business District Public Wi-Fi Project." Proposals must be received by 3:30 PM local time by Tuesday, December 14, 2021.

1. Executive Summary

The City of Mount Sterling, Kentucky, hereinafter referred to as “City,” seeks solutions for creating and operating public Wi-Fi throughout the downtown business district of Mount Sterling.

The City has recognized the importance of access to Wi-Fi throughout the downtown business district of Mount Sterling. The City requires Wi-Fi coverage in the downtown business district area, as detailed in Appendix B.

As a part of this RFP, the City would like to see what other services may be offered, including but not limited to:

- Portals that allow for advertising graphics to be added;
- Services that restrict access to certain websites;
- Services that restrict or limit access;
- Data collection on the users that are utilizing the system;
- Bandwidth increases that may be needed for special events;
- What types of “steady state” maintenance is available, what monthly maintenance services are provided, and at what rates; and
- The ability to adjust bandwidth for special events will be looked upon favorably.

The City issues this RFP to gather ideas and interest from providers of Wi-Fi services to enhance a patron’s experience while visiting the downtown business district of Mount Sterling, which is located in Montgomery County, Kentucky. This RFP is intended to outline the market opportunity and invite interested providers to submit proposals for new public Wi-Fi service delivery in the downtown business district of Mount Sterling. This project is extremely important to Mount Sterling and Montgomery County, and responses are appreciated.

The City is relying on respondents in this effort and is seeking Wi-Fi service providers to serve the downtown business district area, as depicted in Appendix B. The City believes that increased deployment of downtown Wi-Fi services is the key to fostering innovation by providing a resource that most patrons will use and sustain to stimulate economic growth. Respondents to this RFP should provide options or recommendations to provide service to the City of Mount Sterling as described in this document.

The City seeks ideas and interest from respondents on how to achieve the objective of public Wi-Fi service throughout the downtown business district. Wi-Fi can include any type of solution that will allow patrons to seamlessly walk from area to area and always remain connected to the Wi-Fi network. The solution may consider that additional areas outside of the downtown business district area will be deployed and may offer commercial broadband services to residents and businesses that may be interested. Interested parties should provide information on how its services can meet the FCC’s broadband benchmark speeds of 25 megabits per second (Mbps) for downloads and 3 Mbps for uploads (https://apps.fcc.gov/edocs_public/attachmatch/DOC-331760A1.pdf) or provide

information as to what speeds the patrons will be able to achieve. Higher speed capabilities will be viewed favorably as it relates to this project.

While the scope of this project is specific to downtown locations, this project may be used as a measure for future wireless initiatives. Therefore, it is imperative that the proposed system is scalable and that the proposal includes an explanation of that expansion path.

Note: The City welcomes responses to this RFP from ALL interested parties. For the purposes of this RFP, the terms “respondents,” “providers,” and “vendors” refer to entities submitting written responses to this RFP. Funds to pay for these services have been provided locally by the City of Mount Sterling.

2. Request for Proposals Timeline

A. Important Dates

RFQ Publish Date	Wednesday, November 24, 2021
Deadline for Questions	Tuesday, December 7, 2021, at 4:30 PM
Proposals Due	Tuesday, December 14, 2021, at 3:30 PM
Review Completed by Committee	Monday, January 17, 2022

B. Contact information for questions and information requests should be directed to:

Joshua Farrow
Gateway Area Development District
110 Lake Park Drive
Morehead, KY 40351
606.780.0090 | joshua.farrow@ky.gov

C. Additional Information

An electronic copy of the RFP may be downloaded from the Gateway Area Development District website: <https://gwadd.org/rfps-public-comment/> and the City of Mount Sterling website: <https://mtsterling.ky.gov/>. Access to City data for the identification of demand and assets is available by request. Any amendment or addendum to this RFP is valid only if issued in writing by the City of Mount Sterling. Any changes in the process or updates to the schedule above will be posted on the aforementioned websites.

3. Project Area

The City of Mount Sterling is the county seat of Montgomery County. It is located approximately 30 minutes east of Lexington. According to the 2020 Census, Mount Sterling

has a population of 7,558¹. The median age was 37.2 years. An estimated 26.5 percent of the population was under 18 years, 35.4 percent was 18 to 44 years, 24.2 percent was 45 to 64 years, and 13.8 percent was 65 years and older. During the same period, the median household income was \$42,460². It is estimated that 88.8 percent of households had a computer and 78.8 percent had broadband internet service.

The City has often been called the Gateway City as it serves as the gateway between the Bluegrass Region and the mountains of eastern Kentucky and Appalachia. The GADD has classified the Mount Sterling area as a growth center for the Appalachian Regional Commission, Economic Development Administration, and for various certification purposes of the Department of Housing and Urban Development.

Project Area Information and Statistics:

Population:	142
Private Businesses:	61
Events:	<ul style="list-style-type: none"> ▪ October Court Days (3rd Monday and weekend prior annually) ▪ First Friday Market (June – September) ▪ Farm to Table Event ▪ Car Shows/Other Functions
Government, Public, and Civic Organizations:	<ul style="list-style-type: none"> ▪ Ascension Episcopal Church ▪ Gateway Regional Arts Center ▪ Gift of Love Church of God ▪ Market Pavilion (Farmers' Market) ▪ Montgomery County Courthouse ▪ Montgomery County Courthouse Annex ▪ Montgomery County Health and Civic Center ▪ Montgomery County Historical Society ▪ Montgomery County Senior Center ▪ Mount Sterling City Hall ▪ Mount Sterling Police Station ▪ Queen Street Church of Christ ▪ Refinery Church ▪ University of Kentucky Extension Office ▪ WMST Radio Station

¹ <https://data.census.gov/cedsci/profile?g=1600000US2154084>

² <https://www.census.gov/acs/www/data/data-tables-and-tools/narrative-profiles/2019/report.php?geotype=place&state=21&place=54084>

4. Requested Information

4.1. Cover sheet (Attachment A for all respondents)

- 4.1.1. Provide the full legal name of the Provider and the type of entity.
- 4.1.2. The cover sheet must be signed by an owner, corporate officer, or agent authorized by the Provider.
- 4.1.3. The names of all principals of the Provider must be disclosed on the cover sheet; specifically, all persons who have an equity interest in the Provider organization and/or hold a senior leadership position in the Provider organization.

4.2. Previous Experience

- 4.2.1. Identify previous experience in providing Wi-Fi internet services and broadband content in other markets.
- 4.2.2. Identify customer segments served.
- 4.2.3. Provide services and content offered, including pricing and contract terms.
- 4.2.4. Provide customer service capabilities and technical support practices, including service standards.
- 4.2.5. Provide three references who are familiar with your previous experience as a service provider. Please provide examples of the business model, design, equipment, and result of these projects. Also include any names, addresses, and phone numbers of clients involved with these projects.

4.3. Preliminary proposal for Wi-Fi service and portal deployment

- 4.3.1. Provide a detailed description of Internet service and broadband content you would propose to offer in the Mount Sterling downtown business district market, with details on how you may want to expand this service to address local broadband needs. The description should also include a listing of manufacturers, including model numbers for proposed equipment, subcontractors, and a project schedule.
- 4.3.2. What areas would you serve?
- 4.3.3. What services and content would you offer to provide a portal environment for advertising and message delivery? How would this impact the financial agreement for the City?
- 4.3.4. What Customer Service and Technical Support would you offer?
- 4.3.5. How and where would you staff this?
- 4.3.6. What service standards would you provide?
- 4.3.7. Provide detailed warranty and support information.
- 4.3.8. Detailed analyses of back haul Internet service options available to the Wi-Fi network.
- 4.3.9. Provide the name and background information of each member of your firm who will perform the actual work described in the RFP and who will work with the City on a regular basis.

- 4.4. Other information, advice, or counsel you would offer to the City of Mount Sterling with respect to this project.
- 4.5. Please explain what types of support and cooperation you would be seeking from the City to implement this project. (See Section 5. Areas of Cooperation.)

5. Performance Expectations

Aesthetics

All equipment (access points, antennas, power supplies, etc.) should not negatively impact the appearance of publicly visible areas and City-owned property.

Frequency Coordination and RF Analysis

Assumptions will be made that any design planning would incorporate analysis of existing RF frequencies and signal strengths that will assist with designing and implementing equipment proactively. To include frequency coordination with existing Wi-Fi networks.

Security

Proposed equipment must offer the latest security methods utilizing industry-standard technologies. The system must be upgradeable by way of firmware, software, or ROM upgrades as new security technologies are standardized.

Back Haul ISP

The City does not currently have City-provided Internet service in the coverage area. The expectation is that the proposal will include options for acquiring or for the provision of Internet service for the Wi-Fi network.

Performance and Reliability

Any implemented network should maintain a minimum of 99 percent uptime of any managed device and connectivity. The proposed coverage area should have less than 10 percent geographic gap coverage of little to no signal strength while maintaining average latency levels to not exceed 50 ms. The system must have “self-healing” capabilities in the event of device failure or connectivity issues. Contact and support numbers and information will be provided on the landing page to report and escalate outages and/or other unanticipated network issues.

Physical Requirements

All outdoor equipment must operate in an ambient temperature range of -40 degrees to +140 degrees Fahrenheit, have enclosure and cable connections that are weatherproof and able to withstand shock, vibration, and high wind speeds.

6. Areas of Cooperation

To the extent not covered previously, this section highlights ways that the City could cooperate with respondents to improve the business case for proposed solutions. We encourage respondents to be creative and suggest other types of partnerships or business opportunities of interest. Specifically, this section could include:

1. **Resources and facilities:** Explanation of need for access to City assets and resources. Respondents should also address the relative importance and impact of variations in terms of more flexibility with respect to accessing the following types of community assets, facilities, and policies:
 - a. Pole attachments;
 - b. Utility conduits;
 - c. Dark fiber;
 - d. Backhaul or ISP partnerships involving local, statewide, or regional fiber assets
 - e. Public rights of way;
 - f. Undergrounding policies; and
 - g. Other community assets, facilities (including radio towers) or policies not specifically mentioned above.
2. **Regulatory environment:** Description of any rules or regulations at the federal, state, or local level that could impact the feasibility or underlying economics associated with the proposed solutions. Responses should also include an explanation of any forms of proposed regulatory relief, including streamlined permitting, which could improve the economic case for the business models or network solutions proposed or for other network solutions that respondents considered but dismissed due to existing regulations and their effect on economic viability of such proposal.
3. **Contracting issues:** Explanation of any material considerations or expectations that respondents have with respect to any of the following issues likely to be negotiated.
 - a. Intellectual property;
 - b. Insurance;
 - c. Indemnities;
 - d. Warranties;
 - e. Dispute resolution;
 - f. Problems with current providers if any;
 - g. Other contracting issues not specifically listed above.
4. **Other partnership or revenue opportunities:** Discussion of any other types of partnerships or working relationships between respondents and supporters which could improve the business case for respondents to partner with one or more supporters.

7. Terms, Conditions, and Disclaimers for the Request for Proposals

Responses to this RFP become the exclusive property of the City of Mount Sterling, Kentucky. All documents submitted in response to this RFP may be regarded as public records and may be subject to disclosure. No material submitted in response to this RFP will be returned. Respondents are solely responsible for all expenses associated with responding to this RFP.

- A. **Confidentiality:** All submissions are subject to the Kentucky Open Records laws. To the extent that respondents desire to submit proprietary information to the City of Mount Sterling represents that it will use all reasonable efforts to claim available exemptions under the Kentucky Open Records laws (KRS 61.870 to KRS 61.884), and will notify the affected respondent if an open records request is received in connection with that proprietary information. All materials that the respondent believes are proprietary MUST be labeled "CONFIDENTIAL." The City cannot guarantee that its efforts to claim available exemptions will be successful and the City may be required to disclose the respondent's information, even that which is labeled proprietary, privileged and/or confidential.
- B. **Incurred Costs:** The City will not be liable in any way for any costs incurred by respondents in replying to this RFP, including, but not limited to, costs associated with preparing the response or participating in any site visits, demonstrations, conferences, or oral presentations.

The contract will be awarded only to a responsible consultant. In order to qualify as responsible, a prospective consultant must meet the following standards, as they pertain to this Request for Proposals.

- The Consultant must have adequate technical and financial resources for performance, as well as adequate equipment, or have the ability to obtain and to manage such resources and equipment as required during the performance period of the proposed contract.
- The Consultant must have the necessary experience, organization, technical qualifications, skills and facilities or have the ability to obtain and to manage them (including any sub-consultant requirements).
- The Consultant must be able to comply with the proposed or required performance schedule.
- The Consultant must have a satisfactory record of contractual performance.
- The Consultant must be otherwise qualified and eligible to receive an award under all applicable laws and regulations.

8. Selection Process

An Evaluation Committee selected by the City of Mount Sterling will review the Proposals and select firms to be interviewed, if needed. Committee members will be present for any

interviews. Interviews, if required, are scheduled to take place during the week of January 3, 2022. The Committee will review and approve the Contract for Services and contact the selected firm within a reasonable amount of time. The Provider will begin work following the signing of the Contract and filing of appropriate paperwork. Ability to get services up quickly and effectively will be favorable.

The City's criteria in selecting a consultant will include but are not limited to:

- The firm's ability to provide a sustainable business plan for the system.
- The firm's background and capabilities, including each firm's history and areas of specialization, or particular expertise.
- The background of the individuals who will do the actual design work and who will work with the City of Mount Sterling on a regular basis.
- The firm's expertise with similar projects.
- The firm's ability to provide a system design that meets the City's defined needs.
- The firm's ability to meet minimum guaranteed performance requirements and reliability.
- The firm's design of scalability or the seamless ability to easily increase capacity and coverage areas.
- The firm's ability to maintain the system.

Primary consideration will be given to the general appropriateness of the proposal for the project, the technical competence and creative ability of the consultants (as described in the proposal) and the firm's willingness to work closely with the Mayor and City staff.

The City of Mount Sterling reserves the right to reject any and all responses, to waive any technicalities, and to negotiate with the respondent who most nearly meets the project requirements. The City is not responsible or liable for any costs incurred by the consultants replying to this request. The City is an equal opportunity employer and encourages responses from all qualified firms. Kentucky Relay Service for the hearing and speech impaired: 1-800-648-6056.

Attention is particularly called to the requirements as to conditions of employment to be observed under the contract, Section 3, Segregated Facility, Section 109, Title IV, EO 11246, and 7 CFR 1780.39. Local, minority and female-owned firms are encouraged to respond.

Appendix

Appendix A: Cover Sheet

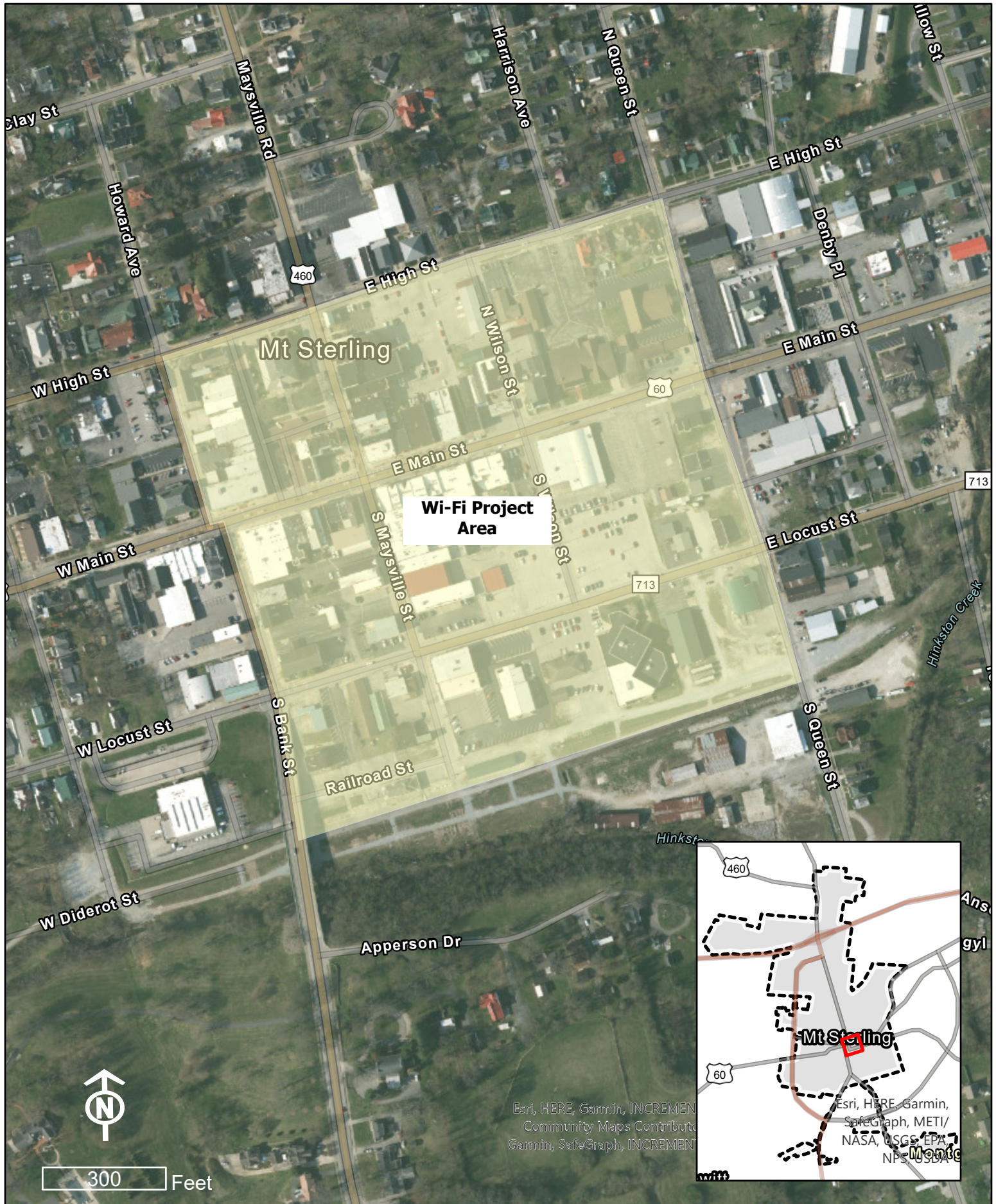
Appendix B: Proposed Public Wi-Fi Coverage Area Map

Appendix A – Cover Sheet

Name of Person, Business, or Organization	
Type of Entity (e.g., Sole Prioprietorship, Partnership, Corporation, Non-Profit, Public Agency, etc.)	
Federal Tax ID Number	
Contact Person – Name	
Contact Person – Address	
Contact Person – Phone Number(s)	
Contact Person – Email Address	

By signing this ***Cover Sheet*** I hereby attest that I have read and understood all the terms listed in the RFP and I have red and understood all terms listed in this request.

Signature of Authorized Representative



City of Mount Sterling Public Wi-Fi Project

Wi-Fi Project Area