



# CITY OF MILLBRAE

Department of Public Works  
621 Magnolia Avenue  
Millbrae, CA 94030

## **Request for Proposals**

for

## **Professional Services**

to

**Prepare a Conceptual Plan for Millbrae Dark Fiber Optics Network**

in

**Millbrae, California**

**Response due by 2:00 PM, December 8, 2016**

## REQUEST FOR PROPOSALS

### CONCEPTUAL PLAN FOR MILLBRAE DARK FIBER OPTICS NETWORK

#### **I. BACKGROUND:**

Located in the middle of San Mateo County and halfway between San Francisco and Silicon Valley, the City of Millbrae (Millbrae) is adjacent to the San Francisco International Airport. Millbrae is between the hills that separate the Pacific Ocean from the San Francisco Bay. Major freeways border both its eastern and western boundaries, making Millbrae easily accessible from all parts of the Bay Area. Many hillside homes enjoy beautiful bay views. The City has twelve local parks and the Green Hills Country Club that add to the charm of the residential community. The City of Millbrae is also the only city in the San Francisco Peninsula with a multimodal transit station putting it in the forefront for progressive, contemporary mobility and connectivity. In addition to the current services provided at the Millbrae Station, the City has been identified as a future peninsula station for the High Speed Rail network, providing a statewide link to the San Francisco International Airport.

Millbrae's economic community is a mix of retail, shopping, restaurants, service businesses and hotels. Located just 15 miles south of the City of San Francisco, Millbrae's proximity to world famous cities, transportation networks, and an affluent community, plus an abundance of prime real estate along heavily trafficked corridors, represents an attractive opportunity for potential business. The area near the Millbrae Intermodal Station presents opportunities for transit-oriented mixed-use land uses with higher density near the station and along the El Camino Real Corridor. A high speed data network will facilitate and make this, and other future development in the City much more attractive. The following are some particulars about Millbrae:

- Located in the heart of the San Francisco Bay Area, the birthplace of world-class businesses
- 15 minutes away from San Francisco; 25 minutes away from Silicon Valley
- Convenient and direct access to San Francisco International Airport via BART
- Available property located along major transportation corridors, including historic El Camino Real, Broadway, and Millbrae Avenue
- Downtown located within walking distance of Millbrae Station, the largest intermodal station west of the Mississippi (provides access to BART, Caltrain, SamTrans, and future High Speed Rail)
- Downtown located within walking distance of nearby high density residential developments
- Situated between two major highways: Interstate 280 and Highway 101
- Close to major bridges including the San Mateo Bridge, Bay Bridge, and Golden Gate Bridge
- Located within 30 minutes of Stanford University and UC Berkeley

In 2015 the Millbrae City Council adopted a strategic plan to make the City more competitive. Part of this plan includes development of a high speed fiber optics network that will enable businesses and residents to have unimpeded access to a high speed data network that will facilitate e-commerce and bring vitality and prosperity to Millbrae.

The City is interested in requesting proposals from individuals and firms to provide the conceptual planning services including the preparation of proposed route maps for the network.

## **II. SCOPE OF SERVICES:**

Due to the magnitude of the investment, the Conceptual Plan will be divided into three phases. Phase 1 will consist of the Millbrae Station Area Specific Plan (MSASP) area and downtown. Phase 2 will consist of the El Camino Real corridor within the city limits. Phase 3 will be the remaining parts of the city;

The scope for this project includes Phase 1 (the MSASP area and downtown), and Phase 2 (the El Camino corridor). Phase 3 is out of scope for this project.

### Task 1: Project Start-Up

- Prepare project plan that identifies tasks, durations, dependencies and responsibilities
- Identify relevant stake holders and create a contact list
- Prepare a communication plan that identifies the type and frequency of the communication with the key stakeholders
- Two project initiation meetings, one with City Staff and one with Council Subcommittee to gather input on project goals and requirements and review project methodology

### Task 2: Data Collection

- Collect and review City fiber connectivity to San Mateo County and other Cities in the County
- Identify the capacity and performance of any fiber networks currently in place
- Compare the findings with other public agencies who own similar networks in the Bay Area

### Task 3: Strategic Planning

- Document the performance requirements for Phase 1 and 2 of the project.
- Identify any gaps between what is currently in place and what is required for the two phases of the project.
- Identify potential fiber termination locations
- Identify two potential locations for Public Wi-Fi proof of concept
- Document connectivity options to at least two major Internet providers on diverse paths
- Provide information on appropriate monitoring and maintenance of the proposed network
- Identify at least 3 feasible strategies for operating the network
- Identify the potential nodes in the system to maximize cost, performance and future expandability
- Provide high level guidance on the feasibility of building a data center, including the challenges and benefits to the City of having a shared data center as part of the economic development process.

Task 5: Develop Conceptual Plan and Design Criteria

- Develop route maps for Phase 1 and 2 of the project
  - Phase 1, Near-term MSASP and Downtown Area including City Hall
  - Phase 2, Mid-term, El Camino Real Corridor
- Prepare a design criteria outlining the specific goals that must be met for the project. This document should include the information required to effectively prepare a bidable final design for each phase of the project
- Prepare a preliminary estimate of probable cost and schedule for the two phases
- Prepare a preliminary design of a Wi-Fi network in the downtown area

Task 6: Project Final Report

- Provide a final report that includes the narrative of the findings in each of the tasks
- Route Maps Phase 1 and 2
- Design Criteria
- Estimate of the probable cost and estimated schedule of completion for both phases of the project

Task 7: Presentation to City Staff and Council Subcommittee

- Conduct one presentation of the draft final findings outlined in the Final Report to City Staff and Council Subcommittee
- Conduct one final presentation of the report to the City Council

**III. PROJECT CONTROLS:**

In performing the scope of services, the Consultant shall execute, as a minimum, the management and project controls described below:

The Consultant shall designate a Project Manager, acceptable to the City, who will be responsible for initiating and implementing the work and maintaining effective communications among the Consultants, the City, and other involved agencies and organizations. The Project Manager shall manage the day to day activities of the project and present project progress report to the Public Works Director on a regular basis.

During the course of the project progress report and invoicing shall be submitted. The Consultant shall furnish such Control Reports that shall include the following:

A. A Narrative Progress Report must include:

- Specific accomplishments during the reporting period.
- Problems encountered or anticipated. Recommended solutions.
- Accomplishments scheduled for the next reported period.
- Results of any significant activities.

B. A Cost Report for each task showing:

- Current period and cumulative expenditures to date.
- Approved contract amount.
- Remaining budget.
- Estimated date to complete.

Control Reports are to be submitted monthly, together with an invoice, unless directed otherwise directed by the City's Project Manager. The invoice shall be accompanied by a cost breakdown showing specific persons and classifications being billed for the period for the Consultant and subconsultants. Failure of Consultant to submit and update plans or furnish required reports as directed shall constitute cause for suspension of payment of invoices. The Control Report shall include the noted details for all subconsultants also.

The Consultant shall be available for consultation with city staff at all reasonable times and shall immediately advise the City of requirements, technical decisions, or problems that may materially affect the project scope, schedule, or cost.

#### **IV. CONSULTANT SELECTION PROCESS:**

The essential elements of the Consultant Selection Process provide that a consultant selection panel will be formed to evaluate consultant proposals. Selection evaluation criteria and the process will include the following:

- A. The firm's qualifications and the organization and qualifications of the proposed team members to perform the Services described in this RFP including comparable experience on projects of similar scope and magnitude.
- B. A demonstration of the firm's and team's understanding of the project scope and requirements. Presentation of a responsible effective approach and management plan including firm's ability meet the project schedule.
- C. The proposals will be evaluated by a panel and rated.
- D. The City will then negotiate with the highest ranked firm to provide services. If an acceptable agreement cannot be reached with the first ranked firm, negotiations will continue with other firms in rank order until an agreement can be concluded.

#### **V. PROPOSAL CONTENTS:**

To demonstrate its qualifications and its ability to perform the Consultant services scoped, Consultant shall submit a proposal containing the information listed below. Extensive and elaborate proposals are not needed. Complete but concise and clear proposals are desired.

- A. Executive Summary - A brief summary containing highlights of Consultant's proposed approach to the services described in the RFP, including a statement of its understanding of the project and services required. If the detail approach is not long and complex, an Executive Summary is not essential.
  
- B. Detailed Approach - A detailed presentation of the proposed approach for performing the services, describing how the firm would be organized and an approach structured to ensure:
  - 1. Quality Performance.
  - 2. Responsiveness to City and Project Requirements.
  
- C. Management Plan - A Management Plan describing how the services would be organized, including:
  - 1. An organization chart showing the proposed relationships among design personnel, key employees for the project, and any subconsultants.
  - 2. Name, position, summary of qualifications, and related experience and proposed responsibilities of the Project Manager and key personnel on the proposed project team. Provide references with phone numbers for Project Manager.
  - 3. Proposed plan for quality and cost control to enhance the service, responsiveness to project needs, and to reduce project costs.
  - 4. Task Schedules - for each specified task, the Consultant shall prepare a Preliminary Task Schedule showing the work to be completed. Allow for City (as needed) reviews and formal responses.
  
- D. Consultant Firm Information - Consultant shall present the following information about the firm to demonstrate its experience on similar projects to that contemplated in the RFP. Information presented should be brief, should not include any unnecessary promotional material, and should be presented in the sequence listed herein:
  - 1. Legal name of firm.
  - 2. Location(s) and telephone number(s).
  - 3. Name of Parent Company, if any.
  - 4. Date Firm Established.
  - 5. Type or organization (partnership, corporation, etc.) And where incorporated, if applicable.
  - 6. Current size of firm and size variation during the past five years.
  - 7. Names and resumes of firm's key project personnel.
  - 9. A brief description of projects for which the Consultant has provided similar service during the past five years if available. The description shall include:
    - (a) Client-Provide contact person name and phone number.

- (b) Project description and location.
- (c) Description of services provided.
- (d) Total value of services provided by Consultant.
- (e) Key personnel involved.
- (f) Subconsultants employed.

- 10. List of contracts terminated for convenience or default within the past three years, if any. Include contract value, description of work, client's name and telephone number, and bonding company.
- 11. Additional pertinent information to aid the City in assessing Consultant's qualifications and experience.

E. Compensation - The Consultant's fee shall be set out in the City's Standard Agreement for Professional Services. Compensation shall be on the basis of the salary cost times an agreed multiplier. The multiplier is to compensate for items such as overhead, contingencies, all Bay Area travel, in-house reproduction, local communications including faxes, readiness to serve and profit. Payment will be on a time and material basis with a budget not to exceed figure.

Reimbursement for any approved direct non-salary expenses shall be paid separately from Direct Labor at rates in the Agreement or at actual invoiced cost, plus a 10% processing charge. The proposal shall be explicit in identifying the kinds of costs that will not be included in the multiplier.

Markup on Subconsultant work shall be limited to a maximum of 10% of the Subconsultant Cost. The proposal should indicate the proposed mark-up.

The Consultant shall submit with its proposal an estimate of costs and hours in a separate sealed envelope clearly marked "Estimate of Cost and Hours by Task". Estimated hours and costs shall be provided for the total cost of each task and for any sub-tasks

F. Standard Terms and Conditions - Consultant shall state its willingness to accept the terms and conditions in the attached Standard Agreement for Professional Consulting Services (Enclosure 1). Consultant shall list items to which it takes exception, and provide alternate wording, if needed. The City shall not be obligated to accept any requested changes. Insurance and other essential requirements are set out in the Standard Agreement. The City reserves the right to modify the Standard Agreement.

G. Proposal Submittal Procedure - Consultant shall submit its proposal in accordance with the following requirements:

- 1. The proposal shall be transmitted with a cover letter that conforms to the following:
  - (a) Is signed by an officer authorized to bind the Consultant contractually.
  - (b) Confirms the receipt of the RFP and all Addenda thereto.
  - (c) States that the proposal is firm for a 120-day period.

- (d) Provides the name, title, address and telephone number of the individual to whom correspondence and other contacts should be directed during the consultant selection process.
  - (e) Provides the name, title, address and telephone number of the individual who will negotiate with the City and is authorized to contractually bind the firm.
2. The proposal, one original signed copy with three (3) photocopies, shall be submitted to:  
Angela Louis, City Clerk  
City of Millbrae  
621 Magnolia Avenue  
Millbrae, CA 94030
  3. The proposal shall be addressed to:  
Ray Chan, Public Works Director  
City of Millbrae  
621 Magnolia Avenue  
Millbrae, CA 94030
  4. **The proposal must be received at the above address no later than 2:00 PM on Thursday, December 8, 2016.**
  5. Questions pertaining to the RFP, the Scope of Services or the Consultant's proposal should be addressed to Ray Chan at [rchan@ci.millbrae.ca.us](mailto:rchan@ci.millbrae.ca.us) no later than 2:00 PM on Wednesday, November 30, 2016. All questions and answers will be posted on City's website on or before Friday, December 2, 2016.

- Enclosure (1) Standard Agreement for Professional Consulting Services  
(2) Phase map