

OFFICE OF THE CITY ADMINISTRATOR

2007 JUN 26 2:49

CITY OF OAKLAND

AGENDA REPORT

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Finance and Management Agency
DATE: June 26, 2007

RE: Resolution Authorizing the City Administrator to Negotiate and Execute a Professional Services Agreement with Tellus Venture Associates to Conduct a Thorough Wireless Broadband Assessment Process for the City of Oakland for an Amount Not to Exceed \$150,000

SUMMARY

A Resolution has been prepared for City Council approval which authorizes the City Administrator to negotiate and execute a Professional Services Agreement with Tellus Venture Associates. Under the Agreement, Tellus Venture Associates, in partnership with Winning Strategies LLC and Strategies LLC, will conduct a thorough wireless broadband assessment process for the City of Oakland. The assessment will focus on the expressed needs of the citizens, businesses, and local government agencies and departments, taking into account the particular and present circumstances of the various neighborhoods, economic and social interests, and access to government services and public information. The assessment will also examine the resources available to the City of Oakland that will aid the deployment of a wireless broadband system, how to best leverage City assets, marshal resources and partners, build consensus in the community, determine the citizens' readiness to effectively use the technology, and identify the technological and financial challenges.

The overall wireless broadband assessment process will be performed with the project management oversight of the Information Technology Division and in collaboration with other City agencies and departments throughout the City. Constituent-focused research will be carried out in accordance with plans developed from close consultation with council members. The final goal of the assessment will be to deliver the original research, analysis, findings, and recommendations to the City Council to assist the Council with formulating a final vision and direction for the deployment of a wireless broadband network.

This assessment process will be completed over a six month period for a not-to-exceed price of \$150,000. Staff is requesting that the Council give the City Administrator permission to move forward and negotiate a contract with Tellus Venture Associates to conduct this wireless broadband assessment process in support of the City's goal of implementing a citywide broadband network.

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FISCAL IMPACTS

The fiscal impact of the Agreement with Tellus Venture Associates will not exceed an amount of \$150,000. Funding will be allocated as follows: \$75,000 from General Purpose Fund (1010), Systems Operation Organization (46331), Non-Project; \$63,057.17 from General Purpose Fund (1010), Accounting Administration Organization (08211), Automation & System Enhancement Project (40100) and \$11,942.83 from General Purpose Fund (1010), Finance and Management Administration Organization (08111), Automation & System Enhancement Project (40100).

BACKGROUND

On July 11, 2006, the Finance and Management Agency Information Technology Division (FMA/ITD) submitted an Informational Staff Report to the Community and Economic Development Committee. The report provided the committee with information on the progress made toward implementing a broadband network. The report highlighted the recommendations of a small focus group of potential network users consisting of private constituents, business leaders, and City staff from various City agencies.

The focus group recommended that the City proceed by employing a deliberate approach which will build broad community consensus in support of deploying the network through community involvement on matters of vision, policy, purpose, objectives, and application needs. Furthermore, the report recommended that a qualified consulting firm be hired to assist the City with employing a methodology and plan to achieve the recommended community consensus-building, needs assessments, and other technology and business related deliverables. The Information Technology Division estimated that \$150,000 would be needed to obtain a consulting firm to perform the services.

The consulting service requirements were included in a Request for Proposal and distributed to twenty-three (23) firms on August 28, 2007. The twenty-three (23) firms included several Local and Small Business Enterprises. The RFP was also posted on the City's Web Site and advertised in the Oakland Tribune. The following firms submitted a proposal in response to the RFP: CBG Communications, Civitium, Columbia Telecommunications, Client, Successful Com, and Tellus Venture Associates. Each proposal was evaluated by an Evaluation Committee of seven City staff members and two private citizens. Based on the scoring and ranking results, the following three firms were short listed: Civitium, Columbia Telecommunications, and Tellus Venture Associates. These three firms were invited to present their proposals and participate in a question and answer (Q & A) session in the presence of the Evaluation Committee. The Evaluation Committee then scored the three short listed firms and selected a finalist with the highest combined scores for all categories evaluated for the presentations and Q&A sessions. The committee's scoring of the firms concluded that Tellus Venture Associates would be the firm selected as the Prime Consultant to perform the services. Civitium came in second and Columbia Telecommunications was third.

As the Prime Consultant, Tellus Venture Associates will employ the services of two sub-consultants, Winning Strategies, LLC and Strategies, LLC. The two sub-consultants are certified by the City's Contract Compliance Office as Local and Small Business Enterprises (L/SLBE). The

Prime Consultant's compliance with the City's participation requirement exceeded the minimum of 20%.

KEY ISSUES AND IMPACT

Many municipalities pursuing wireless broadband projects focus on the build-out of the actual network as the number one priority. In doing so, municipalities miss the most significant value proposition from the deployment of wireless broadband networks, which has proven to be the applications that run over the network and the citizens' ability to use them. It starts with universal access, but the true value is derived from the empowering capabilities of useful, relevant and affordable applications that improve quality of life and increase productivity.

PROJECT DESCRIPTION

Background

Broadband refers to high-speed, "always-on" connection to the Internet, which enables information to be transferred with very little delay in receiving or sending. The telephone company's Direct Subscriber Line service (DSL) and the cable company's cable digital modem service are examples of "always on" network connectivity. Broadband allows the quick transfer of large and complex sets of data, such as audio or graphic-rich material on Web sites, video, telephone service, x-rays, medical records, government forms and more. This capacity, while seemingly technical in nature, can have a significant impact on the economic development in neighborhoods, help overcome the digital divide, and improve quality of life for all Oakland citizens. As more and more businesses, government programs, local and national libraries, higher education institutions, and the medical field take advantage of technological advancements, youth who do not have access to broadband and the skills to use it effectively will be isolated from information, services, products, and means of entrepreneurship. They will be unprepared for the demands of our technologically advanced world. This not only disadvantages our young people, but our entire community in terms of workforce competitiveness and business development within the local and global economy.

Objectives

The main objective of the assessment process is to conduct the necessary fact finding that will support the establishment of a sound vision for the deployment of an achievable and sustainable wireless broadband network.

There are approximately 50 cities within California with wireless broadband network projects under development or consideration. They will all need to establish a vision of how to best accomplish their projects, which will include what wireless broadband deployment alternative will best serve their citizens now and into the future. These cities will need facts and figures to properly address alternatives such as: What is the best technology to use; should broadband be accessible to underserved groups; should the government build and operate the network or contract with private companies or solicit partnerships; and should privacy policies for the network be implemented to protect the privacy of subscribers? These are just some of the many questions that need to be answered through the City of Oakland's wireless broadband assessment process.

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Methodology

The methodology used will be centered on a constituency-focused community assessment process, and include technical, financial and communication review and planning. Major deliverables will include:

- 1) Ascertainment and summary of City objectives
- 2) Consultation with Council members on constituent research planning process
- 3) Public and staff needs assessment sessions, comprising:
 - a) Seven council-district defined focus groups
 - b) Two at-large constituent focus groups
(a and b above could potentially consist of Chamber of Commerce Organizations, Large and Small Businesses, Non-Profits, and other Neighborhood Based Organizations)
 - c) Three specialized institutional group workshops (e.g. *healthcare, education, etc.*)
 - d) Three City government group workshops (e.g. *public safety, economic development, public works*)
- 4) Results, reviews and analysis of research results
- 5) Technical assessment of existing resources and constraints
- 6) Review of current state of the industry as specifically related to Oakland's needs
- 7) Reference architecture sufficient to meet identified needs, with alternatives
- 8) Recommended business model, with alternatives and scenarios
- 9) Communications plan and resources
- 10) Request for Proposal to solicit appropriate vendor proposals

Organizational Structure

The organization structure for the Broadband Project will consist of a Broadband Project Steering Committee (Committee), which will be chaired by the IT Department Chief Technology Officer. The Committee will consist of senior management staff from each of the City's affected agencies and the City's designated Broadband Project Manager. The Committee will keep the City Administrator's Office informed on the progress of the project and report to the City Council as necessary through the City Administrator's Office.

Under the management of the City's Broadband Project Manager, the Prime Consultant project team will be responsible for executing the project plan.

Identification of the specific participants and the appropriate format for each focus group will be done in close consultation and cooperation with City government. Some focus groups may be consolidated for project efficient.

The project team will be committed to the following principles:

- Information technology has profound social and economic effects.
- Technology and business models must adapt to community needs.
- The only way to ascertain genuine and specific needs is to listen.
- Each and every segment of the community must be heard.

- Benefits and constraints must be shared equally and equitably by all.
- Success will come from working within the existing administrative and policy structure of the City of Oakland to achieve the goals.

SUSTAINABLE OPPORTUNITIES

A citywide wireless broadband infrastructure can provide a large number of sustainable opportunities for economic growth, public safety and welfare enhancement, governmental efficiency and effectiveness improvement, personal enrichment, child development and community cohesion.

Examples include:

1. More efficient healthcare delivery via secure, private data networks.
2. Providing new and/or growing businesses with access to expandable data networking infrastructure.
3. Allow public works and inspection staff to spend more time in the neighborhoods and less time engaged in office administrative tasks.
4. Deliver real-time building plans and utility schematics to firefighters
5. Provide police officers with accurate, up-to-date information that will allow them to better protect the public and safeguard citizens' rights and privacy.
6. Provide tourists and visiting business people with state-of-the-art Internet access.
7. Bridge the digital divide by providing affordable Internet access where it is needed most.
8. Develop opportunities for collaboration between and among businesses, non-profits, government agencies and educational institutions.
9. Extend the reach of libraries and schools into every home in the City of Oakland.
10. Give every child in the City the ability to safely enrich his or her education through appropriate Internet access.

Making the right combination of broadband applications accessible to the public, and making sure those applications are aligned with City and community goals can result in increased participation by the community and development of revenue streams that previously did not exist.

The wireless broadband assessment process will provide the City of Oakland with the technological and financial basis for an achievable and universal wireless broadband system. The study will offer alternatives for applications that provide an incentive for the community to use the network, allowing access to capabilities and empowerment that never before existed.

DISABILITY AND SENIOR CITIZEN ACCESS

Affordable wireless broadband access will be increasingly important for allowing the aged and those with physical disabilities to participate fully in society.

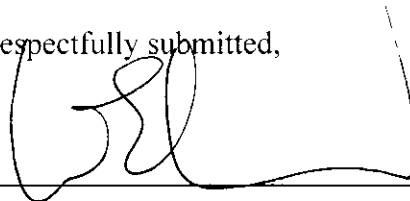
RECOMMENDATIONS AND RATIONALE

Staff recommends that the City Council authorize the City Administrator to enter into a Professional Services Agreement with Tellus Venture Associates to conduct a thorough wireless broadband assessment process for a not-to-exceed amount of \$150,000. The final goal of the assessment will be to deliver the original research, analysis, findings, and recommendations to the City Council to assist the Council with formulating a final vision and direction for the deployment of a wireless broadband network.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests City Council authorize the City Administrator to enter into a Professional Services Agreement with Tellus Venture Associates to conduct a thorough wireless broadband assessment process for a not-to-exceed amount of \$150,000.

Respectfully submitted,



William E. Noland
Finance and Management Agency Director

Reviewed by:
Robert Glaze, Chief Technology Officer
Finance and Management Agency, Information Technology Division

Prepared by:
Ken Gordon, Project Manager III
Finance and Management Agency, Information Technology Division

APPROVED AND FORWARDED TO THE
FINANCE AND MANAGEMENT COMMITTEE



Office of the City Administrator

Memo



Office of the City Administrator
Contract Compliance & Employment Services Division

To: Ken Gordon
From: Vivian Inman, Contract Compliance Officer, CC&ES Division
Through: Deborah Barnes, CC&ES Manager *Deborah Barnes*
Date: October 9, 2006
Re: Compliance Analysis: Wireless Oakland Initiative

Contract Compliance & Employment Services reviewed six (6) proposals received in response to the above referenced project. Below is the outcome of our compliance evaluation for the twenty percent (20%) minimum participation requirement and a preliminary review for compliance with the Equal Benefits Ordinance.

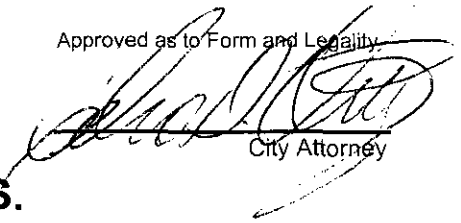
The L/SLBE findings are as follows:

	Company Name	Bid Amt.	Proposed Participation				Preferences			Banked Credits Eligibility?	EBO Compliant? (Y/N)
			Total L/SLBE	LBE	SLBE	Trucking	Total Credited	Adjusted Bid Amount	Points		
1	CBG Communications	NA	20%	20%	0%	NA	20%	N/A	0	0	N
2	Civitium, LLC	NA	20%	5%	15%	NA	20%	NA	2	0	Y
3	Columbia Telecommunications Corp.	NA	20%	0%	20%	NA	20%	NA	2	0	Y
4	rClient, LLC	NA	30%	0%	30%	NA	30%	NA	3	0	N
5	Successful.com	NA	62%	12%	50%	NA	62%	NA	5	1	N
6	Tellus Venture Associates	NA	65%	0%	65%	NA	65%	NA	5	1	N

As noted CBG Communications did not meet the City's 20% L/SLBE requirement, all other firms met or exceeded the requirement. Firms that are not EBO compliant will have to come into compliance.

If you have questions or need additional information, please contact Vivian Inman, Contract Compliance Officer, at 238-6261.

OAKLAND CITY COUNCIL



City Attorney

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RESOLUTION NO. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO NEGOTIATE AND EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH TELLUS VENTURE ASSOCIATES TO CONDUCT A THOROUGH WIRELESS BROADBAND ASSESSMENT PROCESS FOR THE CITY OF OAKLAND FOR AN AMOUNT NOT TO EXCEED \$150,000

WHEREAS, the City of Oakland’s Finance and Management Agency, Information Technology Division is working to deploy a citywide broadband network; and

WHEREAS, the acquisition and implementation of a Professional Services Agreement with Tellus Venture Associates will provide the City with a thorough wireless broadband assessment process to determine the resources, applications, services, technological and financial basis for deploying an achievable and sustainable broadband network; and

WHEREAS, staff from the Information Technology Division prepared and distributed a Request for Proposal to numerous vendors; and

WHEREAS, the Information Technology Division’s designated Request for Proposal Evaluation and Selection Committee reviewed proposals and facilitated proposal presentations by three of six responding vendors who were short listed for further consideration; and

WHEREAS, the Information Technology Division’s Evaluation and Selection Committee recommended Tellus Venture Associates based on the vendor’s superior proposal score; and

WHEREAS, the source of funds in the amount not-to-exceed \$150,000 will be allocated as follows: \$75,000 from General Purpose Fund (1010), Systems Operation Organization (46331), Non-Project; \$63,057.17 from General Purpose Fund 1010, Accounting Administration Organization 08211, Automation & System Enhancement Project (40100) and \$11,942.83 from General Purpose Fund 1010, Finance and Management Administration Organization (08111), Automation & System Enhancement Project (40100).

WHEREAS, the City finds that the services provided pursuant to the agreement authorized hereunder are of a professional and technical nature; and

WHEREAS, the City finds that this contract shall not result in the loss of employment or salary by any person having permanent status; and

WHEREAS, Tellus Venture Associates was selected through a competitive Request for Proposal process in accord with Section 2.04.051A of the Oakland Municipal Code; now, therefore, be it

RESOLVED: That the City hereby finds and determines that it is in the best interest of the City to enter into a Professional Services Agreement with Tellus Venture Associates to provide the City with

the professional services; and

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator to negotiate and execute a Professional Services Agreement, for an amount not to exceed \$150,000 for the Tellus Venture Associates broadband network consulting services; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator to approve any subsequent amendments to or extensions of the purchase order with the exception of those related to an increase in the purchase price or the allocation of additional funds provided that such amendments or extensions shall be filed with the City Clerk's office; and be it

FURTHER RESOLVED: That the Professional Services Agreement shall be reviewed and approved by the City Attorney's Office for form and legality prior to execution and a copy shall be placed on file with the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California