



ECONALLIANCE REQUEST FOR PROPOSAL
PROJECT TECHNICAL LEAD (PTL)

Northern Santa Barbara County Broadband Strategy & Business Plan
Date of Release: August 31, 2022

PTL PROJECT OPPORTUNITY: *The Northern Santa Barbara County Broadband Strategy & Business Plan* is a federally-funded grant project of joint awardees The Economic Alliance Foundation (EconAlliance) and the Santa Ynez Band of Chumash Indians (Chumash).

The EconAlliance Project Technical Lead for the *Northern Santa Barbara County Broadband Strategy & Business Plan* will develop the Telecom Consultant Proposal Parameters and Review Process and oversee the project work of the Telecom Consultant selected. Working with the Project Team and other resources, the PTL will identify existing fiber/broadband infrastructure in the target area. Using existing asset information, community needs assessments and anchor facility data from Tribal/EconAlliance Project Analysts, as well as other sources, the PTL will develop a Broadband Gap Analysis for Northern Santa Barbara County. The PTL will provide the Telecom Consultant project specifications for the GIS Mapping Platform and will oversee and support the Telecom Consultant's Fiber Ring Route Options development. The PTL will provide feasible governance models for each route option. PTL will monitor/support Telecom Consultant's development of Route Construction Cost/Benefit Analysis, Operations and Management Estimates and Financial Feasibility/Funding Models. PTL will support Grant Project Manager's submission of deliverables and creation of required reports, technical updates for EDA, Chumash or EconAlliance leadership, policymakers and other key stakeholders. The Project Technical Lead opportunity is expected to be a 6-8 month part-time, grant-funded effort with compensation fixed at \$48,349.

Submission Deadline: September 12, 2022, 5:00 PM

Question Submission Deadline: September 2, 2022, 5:00 PM

Proposal Submissions To: EABoard1@EconAlliance.org

Proposed Contract Start Date: September 30, 2022

Note: *Contract finalization subject to EDA award protocols.*

Questions may be submitted in writing no later than September 2, 2022, to:

RFP Contact: Laurie Tamura

Email Address: EABoard1@EconAlliance.org



INTRODUCTION

The Economic Alliance Foundation (EconAlliance) invites proposals for an element of work in *The Northern Santa Barbara County Broadband Strategy & Business Plan* project. All proposals submitted for consideration must be received by the Submission Deadline.

PROJECT

The proposal invitation is being requested as one of the EconAlliance grant-funded consultant positions for *The Northern Santa Barbara County Broadband Strategy & Business Plan*, which is a federally-funded grant project of joint awardees The Economic Alliance Foundation (EconAlliance) and the Santa Ynez Band of Chumash Indians (Chumash).

PROJECT OBJECTIVE

The objective of *The Northern Santa Barbara County Broadband Strategy & Business Plan* is to develop and evaluate two alternative broadband routes for the Northern Santa Barbara County Fiber Ring, making a recommendation for the best or most appropriate and feasible of the two alternatives. Considerations: existing/planned infrastructure for possible leverage; State, County, municipal and community broadband priorities; factors impacting feasibility.

Project Scope and Specifications

The overall grant project scope specifications are detailed in an attached document.

PROJECT COMPENSATION/PROPOSER GUIDELINES

Compensation for work of the Project Technical Lead is fixed within the grant to \$48,349. Expenses incurred through work of project are to be absorbed by the contractor selected.

SCHEDULED TIMELINE

Deadline to Submit Proposals: September 12, 2022, 5:00 PM

Proposed Contract Start Date Selected Proposer: September 30, 2022

Grant Project Milestones

| Grant Project Milestones | Date |
|---|------------------|
| Telecom Consultant RFP Process/Selection Completed | November 5, 2022 |
| Market Analysis (including Gap Analysis/other elements) | January 31, 2023 |
| Two Alternative Route Options, Governance Options | April 15, 2023 |
| Fiber Ring Business Plan and Route Recommendation | June 1, 2023 |

AVAILABILITY

Proposer must affirm availability to perform project requirements within milestone timeframe. Proposer must be available in Northern Santa Barbara County as required for project meetings and research, Telecom Consultant oversight, and project coordination with aligned efforts.



PROPOSAL REQUIREMENTS

EconAlliance shall award the contract to the proposer that best accommodates the various project requirements in terms of skills, expertise or experience. EconAlliance reserves the right to refuse any proposal or contract without obligation.

PROPOSAL SELECTION CRITERIA

Proposal Submission Format

Proposals for Project Technical Lead should be submitted in .pdf format, be no more than 10 pages in length, with 12-point type and 1.5 minimum line spacing. (Personal or company resume or CVs can be submitted as attachments)

Summary of Proposer Background

- Proposer Name
- Address
- Proposer Contact Information and preferred method of communication
- Type of Proposer Company (e.g. Sole proprietorship, corporation, partnership, LLC)
- Date Proposer Company Formed
- Description of Company in terms of size, type and range of services and clientele, etc.)
- Company's Principal Officers (e.g. President, Chief Financial Officer, etc.)
- Proposers Federal Employee Identification Number (FEIN), if applicable
- Experience, Skills and/or Expertise (relevant for/to this project)

Financial Information

- State whether Proposer ever filed for bankruptcy or Reorganization under Bankruptcy Code
- State whether the Proposer or parent company (if any) has ever received sanctions or is currently under investigation by any regulatory or governmental body

Insurance

Certify that the Proposer has or will have if selected, \$1,000,000 in liability insurance

Equipment or Service

List any accommodation, service or space required from EconAlliance, with brief explanation

References

Provide two references, with contact information, familiar with the Proposer's work (work relevant to this project). Proposer confirmation that EconAlliance may contact references named to obtain information regarding performance or experience.

Request for Proposal (RFP)

EconAlliance Project Technical Lead

Attachment A: SCOPE OF WORK

Project: Development of *Northern Santa Barbara County (NSBC) Broadband Strategy and Business Plan*

The NSBC project consortium anticipates procuring the services of a qualified broadband/telecom consultant to create a Fiber Ring Broadband Strategy and Business Plan. To achieve this outcome, the proposed project is comprised of three distinct activities: 1) Development of a Market Analysis to result in an inventory of anchor institutions and key economic industry clusters, as well as a comprehensive needs assessment to identify the assets and gaps in existing services; 2) Discovery and assessment of at least two viable routes for the Fiber Ring to include GIS mapping, Tribal/sacred lands identification/impact mitigation measures, and construction feasibility/options; and 3) a Business Plan that will incorporate potential operating structures, a cash flow and pricing examination to support operation and maintenance feasibility, and a thorough construction/operations/governance option analysis to determine the recommended "Preferred Route/Preferred Governance Model".

Key Project FINAL Deliverable: Northern Santa Barbara County Fiber Ring Broadband Strategy & Business Plan, including Market Analysis, Route Options & Business Plan (Aligning Broadband Needs, Assets, Middle-Mile Options for numerous NSBC cities, CDP communities; Recommended Strategy for Development, Governance and Operations of the Northern Santa Barbara County Fiber Ring Network)

PROJECT WORK:

---**Telecom Consultant RFP Process Development/Selection and Engagement**

-----Develop Telecom Contractor RFP process and proposal parameters (Interim Deliverable: RFP process/proposal parameters)

-----Implement RFP process to select and engage Telecom Contractor (Interim Deliverable: RFP process summary, rationale for selection)

---**Market Analysis** – (Interim Deliverables: Gap Analysis, Route Option Analysis, Stakeholder Benefit Analysis)

-----Identify anchor institutions, key industries

-----Perform NSBC broadband needs assessments (of industries, business sector and community) by City/CDP area

-----Identify existing NSBC broadband assets

-----Perform NSBC Gap Analysis (needs vs assets)

-----Perform Stakeholder Benefit Analysis

---**Route Options** (Interim Deliverables: Minimum of two Route Options, Cost/Benefit Comparison; Preferred Route Recommendations/Rationale)

- Develop GIS mapping platform of Northern Santa Barbara County, enabling identification of anchor institutions, existing fiber, broadband assets, trenches, easements, sacred lands, etc.
- Retain Tribal/sacred lands consultant to be on call (6 mos) for burial ground identification/issues
- Through high-level design feasibility (considering potential mountainous, municipal and rural topography, shared and constructed trenches, permit issues, jurisdiction issues, sacred lands and burial grounds, easements, etc.), lay out at least two broadband routing alternatives aligning with NSBC industry, city, CDP area anchor institutions, industry and community needs (>12 cities, communities)
- Provide estimated capital construction cost for each route alternative
- Perform Construction Cost/Benefit-Route Comparison
- Business Plan (Construction/Operations/Management)** (Interim Deliverables: Operations, Management Estimates, Route Options; Cost/Benefit Analysis: 3 Governance Models; Cross-Option Analysis-Preferred Route & Governance Model Recommendation)
- Provide at least three models of Governance Options for the Northern Santa Barbara County Fiber Ring Network, including Costs/Benefits for each option
- Determine Operations/Mgmt estimates for each route option and each governance model, as appropriate (some route options may not be appropriate for all governance models)
- Financial Feasibility and Funding Models
- Perform Construction/Operations/Governance Cross-Option Analysis to reach determination of the recommended "Preferred Route/Preferred Governance Model" option