

# **City of West Hollywood Citywide Broadband Infrastructure and Service Request for Proposals (RFP)**

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## **1. Executive Summary**

The City of West Hollywood (“the City”) is issuing this Request for Proposals (RFP), to expand broadband infrastructure, service provision, and adoption in the City, including to improve affordability. With this RFP, the City intends to establish one or more Public-Private Partnerships (“PPP” or “P3”) with internet service providers, broadband infrastructure developers, infrastructure investors, asset managers, or other internet connectivity companies (“Respondents” or “Firms”, each a “Respondent” or “Firm”), to improve options for high-speed, affordable, and reliable internet for all households and businesses in West Hollywood. The City is open to all possible solutions, technologies, and business plans, including those in which the City shares in risks and contributes funding, assets (including fiber, conduit, and other), and additional services. While this RFP is focused on the provision of new and improved broadband services, the City strongly encourages Respondents to address digital equity more broadly, including through the provision of digital inclusion activities such as Affordable Connectivity Program participation and adoption, device access, digital literacy training, and tech support.

This RFP is part of the City of West Hollywood Fiber Network Infrastructure and Services Strategic Plan. The City is currently building out backbone fiber and conduit infrastructure through capital projects along the City’s major thoroughfares with enough capacity for multiple uses, including commercial broadband service. The services that will be delivered through this RFP may leverage the City’s backbone fiber and conduit to offer broadband service to all residents and businesses throughout the City. The City is also making other broadband-related assets available for this RFP. The detailed information on these assets is included in downloadable format on the bid portal.

## **2. RFP Instructions, Schedule, and Terms & Conditions**

### **2.1 RFP Coordination, Communication, and Questions**

The City’s principal contact for this RFP is Eugene Tsipis, Information Technology Manager, [etsipis@weho.org](mailto:etsipis@weho.org). Communication or solicitation with other City of West Hollywood Officials or Employees regarding any aspect of this RFP is expressly prohibited and may result in disqualification.

There will be no Pre-Offer Conference. All questions concerning this RFP must be submitted online via the Q&A section of the bid management software (<http://www.planetbids.com/portal/portal.cfm?CompanyID=22761>). The official

responses to questions or requests for interpretation submitted for this RFP will be posted in Q&A section of the bid management software. The cut-off for submitting questions or deviations is August 16, 2022. Any information resulting from questions that causes a material change in the solicitation will be posted on the Addenda & Emails section of the bid management system as an addendum.

## 2.2 RFP Schedule

Request for Proposal Issued	August 3, 2022
RFP questions due via the City's bid portal	August 16, 2022
Proposals Due via City's bid Portal	September 15, 2022
Interviews and Announcement of the Shortlisted Firms	October, 2022
Negotiations and Contract Finalization	November, 2022
Anticipated Projected Selection	November 2022
Implementation start date	After award

## 2.3 Submission Time, Place and Format

Proposals must be submitted on the City's bid portal no later than **11:59 PM PDT, September 15, 2022**, as indicated in the RFP Schedule. Proposals received after the date indicated in the RFP Schedule will be rejected. The Respondent is solely responsible for "on time" submission of their electronic proposal. The City will only consider Proposals that have been transmitted successfully and have been issued an e-bid confirmation number with a time stamp from the Bid Management System indicating that bid was submitted successfully.

All Proposals must:

1. Submit the Proposal Narrative, addressing all requirements outlined in *Chapter 6 - Submission Requirements*, in the naming format, "Proposal Narrative\_[NAME OF PROPOSER]";
2. Submit the completed Response Form, addressing all requirements outlined in *Chapter 6 - Submission Requirements*, in the naming format, "Response Form\_[NAME OF PROPOSER]";
3. Be submitted electronically on the City's bid portal;
4. Have a cover sheet that states "Citywide Broadband Infrastructure and Service RFP" and identifies the Firm;
5. Be as concise as possible and must not contain any promotional, advertising or display material.

## 2.4 General Terms and Conditions

A. The proposal submitted in response to this RFP may be incorporated as part of the selected Firm's final contract.

B. The City reserves the right to reject any or all proposals, waive technicalities or formalities, and accept any proposal deemed to be in the City's best interest. Where two or more firms are deemed equal, the City reserves the right to award one of the two firms.

C. Firms may withdraw their proposals, without prejudice, prior to the date and time specified for proposal submission, by sending a written request to Eugene Tsipis, [etsipis@weho.org](mailto:etsipis@weho.org). No proposal received after the closing date will be considered.

D. The Firm(s) to which award is made may execute a written contract. A sample agreement is included in *Exhibit C*. If the Firm(s) to which the award is made fails to enter into the contract, the City reserves the right to nullify the award and award may be made to the next best proposal as determined by the City.

E. The successful Firm(s) will not assign, transfer, convey, or otherwise dispose of the contract, or right, title of interest, or power to execute such a contract to any person, any other firm, or corporation without previous consent in writing from the City.

F. The term and pricing of the agreement will be determined during the Negotiations and Contract Finalization period and will depend on the partnership type between the City and the Firm.

G. The selected Firm(s) will be required to comply with the City's standard contract requirements, which amongst others, will include the following sections:

- **LIVING WAGE ORDINANCE.** The Firm shall abide by the provisions of the West Hollywood Living Wage Ordinance. During the term of this Agreement, the Firm shall keep on file sufficient evidence of its employee compensation to enable verification of compliance with the West Hollywood Living Wage Ordinance.

- EQUAL BENEFITS ORDINANCE, No. 03-662. The Firm shall abide by the provisions of the West Hollywood Equal Benefits Ordinance. During the term of this Agreement, the Firm shall keep on file sufficient evidence of its employee compensation and any applicable benefits packages, as those benefits relate to the coverage of the domestic partners of firm's employees, which shall include; bereavement leave; family medical leave, and health insurance benefits, to enable verification of compliance with the West Hollywood Equal Benefits Ordinance.
- RESTRICTIONS: Arab League Boycott of Israel. The Firm hereby affirms it does not honor the Arab League Boycott of Israel.

### **3. Background**

#### **3.1 General Information about the City**

The City of West Hollywood is a Council-Manager type municipality with five Council members elected at large to four-year terms on a staggered basis. Police service is contracted with the Los Angeles County Sheriff's Department and Fire protection through the Los Angeles County and Consolidated Fire Protection District.

With a population of over 35,000 and approximately 25,000 residential units, 2,684 businesses, a significant portion of which are run from home<sup>1</sup>, in a land area of 1.9 square miles, West Hollywood is a dense, urban community surrounded by the cities of Los Angeles and Beverly Hills. West Hollywood is home to a large Russian speaking immigrant population, as well as one of the nation's best-known LGBTQ+ communities.

The City is home to the world-famous Sunset Strip and hosts the Halloween Carnival in October, and the LGBTQ+ Pride Festival in June, as well as dozens of visitor attractions that include a wide variety of world class restaurants and entertainment venues that cater to residents, visitors, and tourists.

As a premiere City, we are proactive in responding to the unique needs of our diverse community, creative in finding solutions to managing our urban

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<sup>1</sup> 2019 American Community Survey, 5-Year Estimates, 2014-2019. City of West Hollywood data.

environment, and dedicated to preserving and enhancing its well-being. We strive for quality in all our actions, setting the highest goals and standards. In doing so, the City of West Hollywood seeks to solicit proposals from interested institutions, firms, or corporations, that incorporate our core values into their corporate model. Our core values include:

- Respect and Support for People
- Responsiveness to the Public
- Idealism, Creativity, and Innovation
- Quality of Residential Life
- Promote Economic Development
- Public Safety
- Responsibility for the Environment

The City of West Hollywood does not do business with any institution, firm, or corporation, including subsidiaries and affiliates, that practices or supports, directly or indirectly, through its actions, discrimination on the basis of race, religion, color, national origin, sex, sexual orientation, gender identity, political affiliation or opinion, medical condition, or pregnancy or pregnancy-related condition.

### **3.2 Existing Initiatives**

#### Existing Fiber Infrastructure Investments

##### *Santa Monica Fiber*

The City currently has all its satellite offices connected to the City Hall data center via fiber. Additionally, the City has empty conduit and 288 strands of fiber along the south side of entire length of Santa Monica Blvd within city limits (Doheny Dr to La Brea Ave).

##### *Sunset / Santa Monica Fiber Loop Project*

The ongoing Sunset / Santa Monica Fiber Loop Project includes end-to-end conduit and fiber buildout on both sides of Sunset Boulevard with additional fiber runs along Fountain, La Brea, Fairfax, La Cienega, Doheny, and Hart Park to create multiple redounded fiber loops.

The fiber buildout is part of an initiative to replace outdated traffic signal hardware,

replacement of copper with fiber, and retroreflective backplate technology at 34 intersections to improve safety and intersection timing. The Project would also include fiber optic installation at select bus stop shelters and City welcome signs, as well as installation of fiber optic cable to connect the William S. Hart Dog Park's communication systems to City Hall.<sup>2</sup>

### *Design District Streetscape & Undergrounding Project<sup>3</sup>*

The ongoing Design District Streetscape & Undergrounding Project includes expansion of the City's high speed municipal fiber optic network linking traffic signals in the Design District area to City Hall, establishing public Wi-Fi in the and serving future Smart City applications. The Design District project is broken down into 3 major phases all of which include fiber and communication conduit buildout with capacity for multiple applications such as broadband.

The larger project is to implement the recommendations of the adopted West Hollywood Design District Streetscape Master Plan (DDSMP)<sup>4</sup>. Key features of the project include pedestrian and bicycle safety improvements, new pavement and sidewalks, distinctive trees and landscaping, upgraded street furniture and streetlights, smart city infrastructure installation, utility undergrounding, and the creation of new public gathering places with integrated public art.

## **4. New Delivery Opportunities**

### **4.1 Facilitated Access to the City's Broadband-Related Assets**

The following types of broadband-related assets can be made available by the City, subject to applicable laws and regulations, for new broadband infrastructure and service. Detailed information on the geographic locations and general specifications of each type of asset can be found on the bid portal (City Assets Export.zip).

- **Fiber & Conduit:** Current and future city-owned fiber and conduit as described in the below map (*Figure 1*).

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<sup>2</sup> <https://ceqanet.opr.ca.gov/2022030340>

<sup>3</sup> <https://www.weho.org/city-government/city-departments/planning-and-development-services/long-range-planning/land-use-planning/design-district-streetscape-project>

<sup>4</sup> <https://onedrive.live.com/?authkey=%21AKhL33iWwsEHSEo&cid=84BDC8D4B31D04AA&id=84BDC8D4B31D04AA%2118933&parId=84BDC8D4B31D04AA%2117089&o=OneUp>

Figure 1: City of West Hollywood, Illustrative Map of the Current & Future Fiber Inventory



- **Poles:** Sites that are generally at least 15' tall to distribute mobile and fixed wireless networks. Network equipment can be co-located with other municipal and private attachments on the same pole.
- **Rooftops:** Rooftop spaces of at least 4'x4' to host Wireless Hubs, where fiber optic backbone transitions to wireless infrastructure, and Access Radios, which serve as relay points between the wireless hub and a home or business.
- **Rooms or other spaces:** ~20'x10' enclosures (or outdoor space for a telecommunication shed) to host Aggregation Points-of-Presence (AgPoPs) or small-scale routing complexes that aggregate individual customers' paths to the fiber backbone internet.

## 4.2 Capital Funding

The City can make additional capital funding available for broadband infrastructure expansion, if deemed necessary through its evaluation of responses to this RFP. The City is looking to Respondents to inform the scale of additional capital investment that the City should make to achieve its goals. While the City will look to optimize the ratio of private to public investment for broadband infrastructure expansion and service improvements, that ratio will be one of several factors that inform the City's investment decisions. Respondents are strongly encouraged to describe what



the City will get in return for its potential capital contribution, including how business terms or service guarantees may be made more favorable with greater capital investment from the City.

### **4.3 Microtrenching**

The City of West Hollywood is open to accommodating microtrenching requests. The City will review each Proposal's request for microtrenching individually.

## **5. Target Outcomes**

### **5.1 Priority Objectives and Respondents' Role**

The City seeks solutions that prioritize:

1. *Speed:* Gigabit symmetrical plans should be available to everyone with the ability to expand to multi-gigabit. Lower tier speeds are acceptable as well but Gigabit options are a major plus.
2. *Affordability:* Any resident or business in West Hollywood should be able to afford a broadband connection, ideally with gigabit symmetrical speeds.
3. *Customer Service:* All residents or businesses in West Hollywood should receive a high level of customer service with enforceable service level agreements (SLAs).
4. *Choice:* Increased consumer choice for quality service for all residents and businesses in West Hollywood.
5. *Privacy:* The Firm limits the data that it collects from its subscribers to the most essential for the provision of internet service and does not collect any data regarding subscribers' use of the internet.
6. *Sustainability & Resiliency:* The business model and the technology must be sustainable over time and have the ability to meet the needs of the present without compromising the ability to meet the needs of the future.

The City does not have a preference for a particular broadband technology, architecture, business plan, or partnership model, so long as the response prioritizes

these principles, strives to meet the City's goals, and is scalable and future-proof to the greatest extent possible.

Respondents are expected to:

- have the financial resources to cover the capital expenses associated with network buildout, and/or the resources necessary to steward a large-scale investment that includes City capital;
- have superior operations and maintenance capabilities required to successfully run such a network and provide end-user service;
- fulfill a high level of customer service and network performance standards with competitive uptime and latency, with enforceable SLAs;
- establish transparent and non-discriminatory pricing structures, include a free or low-cost option for eligible households, and uphold pricing guarantees for the duration of contracts;
- adhere to the operations and maintenance standards defined in agreement with the City over the term of contract.

The City is open to partnership models where it shares risks and contributes funding, assets, and additional services, as well as innovative business models of ownership and operations. While the City prioritizes long-term ownership of new fiber and conduit, it does not seek ownership of network elements with shorter lifespans, such as edge equipment, given the pace of change of broadband technology.

## **5.2 Key Performance Indicators and the Response Form**

The Key Performance Indicators (KPIs) listed below are designed to measure the net impact of the Proposals on the following set of goals related to the improvement of broadband infrastructure and service to all residents and businesses in the city. The City may use these KPIs during the term of the contract to track and evaluate progress towards delivering universal broadband.

These KPIs are used to populate a standardized Response Form that each Firm must fill out as part of their Response, to the best of their ability. More information can be found in *Chapter 6. Submission Requirements*. The Response Form can be found on the bid portal.

## Key Performance Indicators (KPIs)

Goals	Definitions	KPIs
City Coverage	Scope of proposed products/ services	<ul style="list-style-type: none"> <li>• # of City's residents and/or businesses served by proposal</li> </ul>
Infrastructure Build-Out and Ownership	Type of products/services offered and the specifications of the network infrastructure, including operational needs, ownership, costs and financing	<ul style="list-style-type: none"> <li>• Type infrastructure being built, managed, or operated (i.e., fiber, fixed wireless, mobile, satellite, etc.)</li> </ul> <p>Optional, technical details could include:</p> <ul style="list-style-type: none"> <li>– # of miles of fiber</li> <li>– # of Hub Sites</li> <li>– # of Light Poles Connected with Fiber</li> <li>– # of Light Poles with mobile/5G Equipment</li> <li>– # of Drops</li> <li>– # of Buildings Wired</li> <li>– # of Fixed Wireless Distribution Network Radios</li> </ul> <ul style="list-style-type: none"> <li>• Assets transferred to the City (in the long-term) by the Respondent</li> <li>• Private-to-Public Investment Ratio (i.e., personal and external financing compared to City financing)</li> </ul>
Service Level Agreement (SLA) Requirements	Enforceable end-user SLA requirements	<ul style="list-style-type: none"> <li>• Customer service offerings</li> <li>• Uptime</li> <li>• Latency</li> </ul>

		<ul style="list-style-type: none"> <li>• Privacy</li> </ul>
Pricing (end user)	Expected pricing of service to households and businesses, by service speed	<ul style="list-style-type: none"> <li>• Residential pricing, with tiers if applicable, including a low-cost option for eligible households</li> <li>• Commercial pricing, with tiers if applicable</li> <li>• Pricing guarantees for the duration of the contract</li> </ul>
Pricing (wholesale)	Fees required by service providers or other related companies to be paid, to gain access to the backhaul infrastructure, or other backhaul or distribution network infrastructure.	<ul style="list-style-type: none"> <li>• Provide evidence of transparent and non-discriminatory pricing structure for ISPs using the network</li> </ul>

### 5.3 Enforceable Commitments

The evaluation will be based in part on the KPIs, which will be monitored continuously during the term of the contract. Consistent performance and transparent reporting will be considered for awards under this RFP. Although the City understands that the information included in the Proposal may be based on reasonable assumptions that inform projections as accurate as possible, the City may assess the alignment of the final build-out and service provision with the stated impacts in the Proposal.

Statements in the Proposal regarding the KPIs could be used as a basis for the drafting of the future contract and may represent an enforceable commitment. During the term of the contract, a failure to maintain the commitments regarding the KPIs by the Respondent (or any entity to whom the Respondent sells or transfers its interests), may result in termination of contract and/or (when applicable) ownership of the new infrastructure reverting to the City before the term of the agreement.

### 6. Submission Requirements

Proposal submissions must include the following:

- **Proposal Narrative:** Proposal Narrative must address the requirements of the RFP in the categories set forth in the sub-sections below, in the exact order in which they are presented. It should be as concise as possible and must not contain any promotional, advertising or display material. Proposal Narrative must follow the naming format, "Proposal Narrative\_[NAME OF PROPOSER]".
- **Response Form:** The Response Form is an Excel Document which can be found on the bid portal. It includes a list of standardized questions that will assist the City's review of the proposals. Respondents must complete the Response Form to the extent possible, with any non-confidential information that they can provide. The Response Form includes information in the following categories, formatted as separate spreadsheet tabs in the Excel document:
  - **Respondent information ("01 Respondent"):** General information about the Respondents.
  - **Users reached ("02 Scope"):** Number of new residents and businesses reached.
  - **Technical details ("03 Technical"):** Specifications about the infrastructure and service proposed.
  - **Business and financial ("04 Financial"):** Information about project business model, fee structure, project costs and financing (if possible to disclose), and requested city financing (if relevant).
  - **City assets information ("05 City Assets"):** Information on the list of city's broadband-related assets that the Respondent would be interested in using.Response Form must follow the naming format, "Response Form\_[NAME OF PROPOSER]".

## **1 EXECUTIVE SUMMARY**

Each proposal should include an executive summary (no more than 2 pages) of the intended proposal outcomes, benefits to the City, its residents and businesses, the technical approach, and the business and financing plan.

## **2 PROJECT UNDERSTANDING AND APPROACH TO TARGET OUTCOMES**

Provide an overview of Respondent's understanding of the City's Broadband Principles, including possible insights on the interrelationship between designing, building, financing, operating, and maintaining infrastructure networks, based on any previous experience the Respondent might have. The overview should provide a succinct description of the **proposed products and services**, the key **risks and challenges** anticipated; and the **approach to working with the City** to mitigate those and achieve the goals described in *Chapter 5. Target Outcomes*.

### 3 TECHNICAL PROPOSAL

#### 3.1 System Design

The items below are suggestions for possible information to be covered, in order to provide detail on the proposed system design.

##### Type of Network and Build-out

Provide a description of the **infrastructure expected to be built** (e.g., fiber, data hubs, equipment, etc.), and **the product offerings this infrastructure will deliver**. In addition, briefly discuss the **build-out period** for the proposed network solution, any assumptions underlying the timeline, and any contingences that could impact that timeline. If applicable, Respondents should describe their strategy to allow ISPs access to their services, or if the Respondent is a team, the team should describe how respective team members will implement their parts of the infrastructure delivery in their consortium. Commitments to **neutral host/open access infrastructure**, if any, should also be outlined here.

While a full network design is not required as part of the Proposal, **a high-level architecture diagram of the network** will aid the City's review of the Proposal and may be included in this Proposal **as optional**.

If Respondents consider building new network elements that may be used by third-party internet service providers, **commitment letters from potential network customers** could be included in this Proposal **as optional** items, as such commitment letters will help the City gauge the market potential of the proposed network.

##### Use of the City's Broadband-Related Assets

Provide details on **how access to the City's broadband-related assets is useful** to the Respondent for the delivery of the proposed infrastructure offerings. The information should include **which type of assets** will be needed, **for how long**. Detailed information on the geographic locations and general specifications of each type of asset can be found on the bid portal (City Assets Export.zip).

#### Service Terms and Conditions

State whether Respondent is willing to comply with the City's required contract terms and conditions to the extent applicable (see Exhibit C for the City's Sample Agreement for Services). If any exemptions are sought, Respondent should so state, and specify the exemption proposed. The Proposal should be clear as to whether the required modification is requested, or whether Respondent is unwilling to enter into an agreement with the City without the exemption.

#### Potential Requests from the City

State any potential requests from City in addition to access to broadband-related assets and City financing. These could include, but are not limited to, streamlined permitting processes, ROW access, assistance with outreach, among others.

## **4 BUSINESS AND FINANCIAL PLAN**

### **4.1 Business Model**

Explain your **business model**. What are the components of your proposed business model, and how is your business model going to help the City's priority objectives, as outlined in *Chapter 5. Target Outcomes*?

### **4.2 Project Plan and Schedule**

Describe an overview of the **project plan**, which may include a discussion of the Respondent's approach to **scheduling the construction** in the City, whether **any exceptions or changes to the standard City permitting process** will be sought to implement the Proposal, and **what parameters will determine the timeframe within which deployment in prioritized neighborhoods are completed**.

### **4.2 Management**

Describe as a brief narrative, **the marketing, sales, and customer service delivery strategy**. Include in this narrative how this work advances digital equity, including the Respondent's approach to [Affordable Connectivity Program](#)

enrollment, subscription events, and opportunities for subscribers to secure low-cost devices, digital literacy training, and tech support, whether provided by the Respondent or a locally-based digital inclusion organization. Also provide details on the **Respondent's past record of compliance with labor laws**, including applicable prevailing wage requirements, hiring and workforce commitments, labor standards, and maintaining harmonious labor relations.

### **4.3 Pricing**

Describe expected pricing of service to households and businesses, by service speed. Describe any no-cost or low-cost options to eligible households, including eligibility criteria. Also state whether the Respondent can uphold pricing guarantees for the duration of contracts. Respondents are encouraged to participate in the Affordable Connectivity Program, administered by the Federal Communications Commission.

If relevant, describe how Respondent will price network offerings for third-party ISPs. Indicate if the Respondent commits to establishing transparent and non-discriminatory pricing structures. If the Respondent has reached agreements with any ISPs that have agreed to provide retail services using their network, these agreements and what service/area commitments have been made should be described. This information could also include a description of the fixed or variable monthly fees the Respondent would remit to the City, such as a percentage of gross revenues collected.

### **4.4 End-User Service Level Agreements (SLAs)**

Provide an overview of the Respondent's projected end-user SLAs for residential and commercial customers, including network performance standards such as uptime and latency, and customer service offerings such as the availability of support by phone, email, SMS, among others. Also, describe the enforceability of the SLAs including penalty measures for the Respondent if the agreed upon SLA standards are not met.

### **4.5 Financing**

Provide a description of the proposed plan for financing the Proposal, and fill out the relevant sections in the Response Form. Include a summary of the major factors and key assumptions that will be considered in the development of a financing plan for the Proposal, which may include a discussion of the following topics:



- a. Broadly describe **the financing structure** for the proposed project, including a discussion of **expected debt and equity financing sources**, their availability for the proposed project, the risks of securing such commitments and the status of any anticipated or known commitments;
- b. Describe the Respondent's **experience and ability to finance large-scale infrastructure projects**. In particular, the strength and relevance of Respondent's experience with **private financing** and its past performance on similar projects with respect to **structuring, arranging, and executing finance plans**;
- c. Describe the Respondent's **capability and willingness to invest equity** in the proposed project;
- d. Describe the Respondent's **approach to securing credit commitments** and a summary of the key credit strengths and weaknesses of the proposed project;
- e. Discuss the **availability of security, bonding, insurance or parent company guarantees** that may be required to successfully finance the proposed project;
- f. Describe how the Respondent's approach to financing enables the **provision of affordable service to low-income consumers**, including any subsidy mechanism directly provided by the Respondent.
- g. Describe how **City capital** can contribute to the Respondent's financing plan and the implementation of the project, including the amount of City Capital requested and the associated timeline.

## 5 GENERAL QUALIFICATIONS

### 5.1 General

1. If the Respondent is submitting a Proposal as a team, describe the Respondent's **team structure and management roles**. Separately for each member (including the Lead) of the Respondent consortium, provide a brief overview of general qualifications, including **any previous experience in broadband internet delivery and digital inclusion activities**.
2. Provide the following information, and repeat this section if there is any subcontractor or partner firm (also included in the Response Form):
  - a. Parent company (if applicable):
  - b. Organizational Type/Structure;
  - c. State of incorporation;

- d. Federal Identification Number;
- e. California Business License Number;
- f. Size of organization (number of employees);
- g. Annual revenue in 2021 (order of magnitude range);
- h. Licensure/accreditation or other relevant information;
- i. Locations of headquarters and other offices;
- j. Experience and years in business.

## **5.2 References**

Please include any references that may be relevant for this RFP in terms of scope, with information on:

- a. Client name:
- b. Client type (city government, county government, state government, etc.):
- c. State:
- d. Contact name:
- e. Job title:
- f. Phone number:
- g. Email address:
- h. Project name:
- i. Date implemented:
- j. Description of the project:

## **5.3 Legal**

Explain whether the Respondent or the members of the Respondent team hold authorization to enter into agreements (franchise, or otherwise) with the City of West Hollywood or currently have such agreements with the City of West Hollywood.

## **List of Exhibits**

### **Exhibit C – Contract and Insurance Requirements**

(Exhibits A, B, and E are part of the City's sample contract template)