

1.4 Scope of Work

1.4.1 Required Research

- Conduct a review of the current incumbent providers in the community including their services, pricing, and customer service levels.
- Create a competitive pricing model for a city provided service and conduct a **statistically relevant** survey of residences and businesses to determine a projected take rate.
- Conduct an engineering analysis of sufficient scale to produce an approximate cost and timeline to build the proposed network and implement the required services.
- Conduct an assessment of any legal requirements or risks that may be encountered in the creation of the network and the provisioning of the services.
- Conduct an assessment of any community development code requirements or risks that may be encountered in the creation of the network and the provisioning of the services.
- Conduct an analysis of potential partners and how those partnerships may benefit the West Linn community.
- Conduct an analysis of the various possible funding mechanisms to provide the capital necessary to build and operate the network.

1.4.2 Delivered Results

- The results of all of the assessments conducted (current providers, conceptual City provided services and survey, engineering analysis, etc.)
- An analysis of potential options for ownership and services including:
 - City built and operated network and services.
 - City built and operated network but services provided by a third party.
 - Suggested possible public/private partnerships that would meet the goals of the project.
- A thorough business plan showing likely revenues and expenses, staffing requirements, marketing strategy, and timelines.
- A threat analysis of encumbrances to a successful municipal-led program (including)
 - State regulations and municipals codes impacting initial deployment & ongoing operations
 - Long term financial sustainability in a small service market
 - Market trends that may impact sustainability five & ten years into the future
- Options for financing such as bonds, generating revenue from alternate sources (advertising), or public/private partnerships.
- Realistic timeline for implementation.
- Suggested next steps.

1.5 Definition of Project Success

The selected vendor will present a digital reported followed up by a presentation to the West Linn city council within the specified timelines. The submitted report and presentation will address all requirements in the scope of work with a clear set of final recommendations for the city of West Linn supported by solid financials.

1.6 Time Period for Completion of the Feasibility Study

- July 01, 2016 RFP Published.
- August 19, 2016 RFP Submissions Due.
- September 16, 2016 RFP Award Announcement.
- September 30, 2016 Contract Execution Completed.
- October 03, 2016 Research Phase Begins.
- December 02, 2016 Research Phase Concludes.
- December 05, 2016 Results Phase Begins.
- January 06, 2017 Results Phase Concludes.
- January 16, 2017 Digital Results Submitted.
- January 23, 2017 Presentation of Results to City Council.

SECTION II PROPOSAL PROCESS

2 Proposal Process

2.1 Schedule of RFP Events

Event	Event Date
RFP Published.	July 01, 2016
RFP Submissions Due.	August 19, 2016
RFP Respondent Interviews	September 06, 2016
RFP Award Announcement.	September 16, 2016
Contract Execution Completed.	September 30, 2016
Research Phase Begins.	October 03, 2016
Research Phase Concludes.*	December 02, 2016
Results Phase Begins.	December 05, 2016
Results Phase Concludes.*	January 06, 2017
Digital Results Submitted.	January 16, 2017
Presentation of Results to City Council.*	January 23, 2017

* Dates are approximate and City of West Linn reserves the absolute right to approve vendor requested changes to established dates.

2.2 Pre-Proposal Conference

A pre-proposal conference is not required for this project. Vendors may request publicly available materials directly related to completing this RFP.

2.3 Proposal Due Date

One digital copy of the proposal must be delivered no later than Monday, August 19, 2016, by 5:00 P.M. Pacific time. Late Proposals will be retained, but they will not be considered for award.

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Proposals must be clearly addressed and marked with the RFP title. No paper proposals accepted. It is the responsibility of the proposer to ensure the Proposal is received in a timely manner.

2.4 Proposal Handling and Public Record

The City will not disclose publicly or share vendor Proposals with non-city of West Linn staff, except as required by Oregon Public Records law.