

City of
SACRAMENTO

Information Technology

Request for Qualifications (RFQ) (Q16071011005)

City of Sacramento Wireless Marketing Plan

RFQ Submittals Due: March 25, 2016 by 3:00 p.m. (PST)

(Submit electronically, in PDF format) via the City of Sacramento's online
bid center at:

<http://www.planetbids.com/portal/portal.cfm?CompanyID=15300>

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Section 1. General Information

1.1 Purpose

The City of Sacramento (“City” or “Sacramento”) invites interested parties (“Responder” or “Responder(s)”) to demonstrate knowledge and expertise (“Qualifications”) in the development of a Wireless Marketing Plan (the “Plan” or “Marketing Plan”). The Marketing Plan would be used to strategically develop the City’s wireless telecommunication infrastructure to meet the needs of the City. The successful Responder would be expected to utilize the Plan and work on the City’s behalf to develop agreements to construct, manage, and leverage certain City assets and telecommunication infrastructure with third parties. It is anticipated that this project could utilize the following City assets: building(s), pole(s), tower(s), fiber, conduit(s), cable(s), cabinets(s), street furniture, vault(s), and any structures which could be utilized for the purposes of promoting, transmitting or facilitating wireless communications.

The ideal Responder or Responders would demonstrate expertise in several areas including:

- Negotiating favorable property agreements (e.g., sub license and encroachment agreements) with multiple telecommunication service providers;
- Developing and managing service contracts with multiple telecommunication service providers;
- Developing similar networks in other jurisdictions;
- Outdoor Distributed Antenna System (“oDAS”) design, installation, and maintenance;
- Wireless Small Cell design, installation, and maintenance;
- Outside Plant Cable design, installation and maintenance;
- Citywide Wi-Fi design, installation, and maintenance;
- Developing and managing Data Center Co-Location property and service level agreements; and
- Delivering benefits which could be offered to the City as part of the Plan (e.g., financial benefits that would support the wireless infrastructure and expansion efforts, wireless communications infrastructure, services, hardware, and programs to underserved communities).

More specific information regarding the project background and scope of work under this RFQ is provided under Section 3, “Background”, and Section 4, “Scope of Work”.

1.2 Process

A review committee composed of City staff and other experts will review the submitted materials and may interview one or more of the Responders. A shortlist of Responders who meet the minimum criteria outlined in the RFQ and who most closely meet the other requirements specified in the RFQ will be invited to submit supplementary information.

1.3 Opportunity

The City of Sacramento is well positioned to meet future coverage and capacity demands through the use of its existing assets. A public-private partnership model can provide a fast, well-engineered, and professionally managed system that maximizes the overall benefits to the City's Central or Downtown Business District, the community, businesses, and telecommunication providers. The City is looking for an optimal partnership that will maximize benefit to all parties by bringing extensive industry knowledge and technical expertise to this process.

1.4 City Information

The City of Sacramento is California's capital city. As of 2010, it has a population of 466,488. Sacramento is a progressive city with great pride in its ethnic and cultural diversity, concern for environmental and social issues, and emphasis on quality in the provision of governmental services.

As a Charter City, Sacramento operates under the City Council – City Manager form of government. It has an annual budget of \$858 million and approximately 4,300 full time equivalent positions. City responsibilities include: fire and police protection; public works functions including provision of water, sewer, storm drain, and solid waste services; parks and recreation; and a variety of other community services.

The City is committed to working in a digital environment to increase efficiencies and reduce costs. This commitment enhances collaboration, provides consistent practices, and provides transparency where appropriate. Many City processes currently require updating and migration from a paper based format to an electronic and digital format.

1.5 City's Rights, Options and Policies

Qualifications may be withdrawn or modified before the due date by delivering a written and signed request by the due date. A request for modification of the Submittal after the due date will not be considered, including a representation that the Responder was not fully informed regarding any information pertinent to the Submittal or the offer. The City shall not be responsible for or bound by any oral instructions, interpretations or information provided by the City or its employees other than the RFQ contact.

The City reserves the right to reject any or all Submittals submitted, correct any technical errors in the RFQ process, waive any irregularities in any Submittal, negotiate with any of the Responders, accept other than the lowest fee offer, or enter into a subsequent agreement with another Responder if the originally selected Responder fails to execute its agreement with the City.

Any agreement is not binding unless it is executed by authorized representatives of the City and the selected Responder. Proposing firms are solely responsible for any expenses incurred in preparing their Submittals in response to this RFQ.

Submittals should be prepared simply and economically, providing straightforward, concise delineation of the firm's capabilities to satisfy the requirements of this RFQ. The emphasis should be on completeness and clarity of content. To expedite Submittal evaluations, it is essential that specifications and instructions contained in the Submittal instructions are followed as outlined.

Submittals submitted become the property of the City and may be reviewed and evaluated by any persons at the discretion of the City.

Submittals to this RFQ become the exclusive property of the City. At such time as City staff recommends a Responder to the City Council, all Submittals received in response to this RFQ become a matter of public record and shall be regarded as public records and will be disclosed upon receipt of a request for public disclosure pursuant to the California Public Records Act; provided, however, that if any information or elements of the Submittal is set apart and clearly marked as "Trade Secret" or "Proprietary" when it is provided to the City, the City will give notice to the Responder of the request for disclosure to allow the Responder to seek judicial protection from disclosure.

Failure by the Responder to take timely steps to seek judicial protection from disclosure shall constitute a complete waiver by the Responder of any rights regarding the information designated as "Trade Secret" or "Proprietary" and such information may be disclosed by the City pursuant to applicable procedures under the California Public Records Act. Under no circumstances will City have any obligations to seek judicial protection from disclosure for any Submittals or other materials submitted in response to this RFQ.

City has no liability for any disclosure, unless such disclosure is made in violation of a court order obtained by a Responder or pertains to materials marked as "Trade Secret" or "Proprietary" for which the City failed to give the above notice.

Any/all Responders responding to this RFQ do so entirely at their expense. There is no expressed or implied obligation by the City to reimburse any individual or firm for any costs incurred in preparing or submitting responses, for providing additional information when requested by the City or for participating in any selection demonstrations or interviews, including pre-contract negotiations and contract negotiations.

The City reserves the right to decide that one Responder is more responsive than the others and to select that Submittal based on review of the Submittal only.

The City reserves the right to reject individual firm members, firms, and subcontractors and request substitution without indicating any reason.

A Submittal is late if received at any time after the required submittal date and time. A Submittal received after the specified time will not be considered and will be returned to the Responder.

1.6 Submission Instructions:

See section 4 for detailed information to be included with the RFQ submissions.

Section 2. General Requirements

2.1 RFQ Issue Date: February 22, 2016

2.2 **RFQ Due Dates and Submittal Instructions:**

RFQ submittals will only be accepted electronically in PDF format. Submittals are due prior to **March 25, 2016 at 3:00 p.m.** (PST). Send submittals electronically in (PDF Format) to:

<http://www.planetbids.com/portal/portal.cfm?CompanyID=15300>

Attn: Darin Arcolino

2.3 RFQ Questions

All questions regarding this RFQ are to be directed in writing (Attn: Darin Arcolino) via submission through the City of Sacramento bid center :

<http://www.planetbids.com/portal/portal.cfm?CompanyID=15300>

All submittals must reference this RFQ number and include the individual's name, company, address, and contact information. Questions via phone will not receive a response.

All questions must be received no later than **March 3, 2016 at 3:00pm (PST)**. An addendum addressing all questions submitted will be posted on the City's online bid portal PlanetBids by close of business on March 8, 2016.

Responders may rely only upon written information and/or instructions from the City. The City shall not be responsible for any oral information and/or instructions given with regard to this RFQ from third parties outside the City's online bid portal.

To maintain a fair and equal process for all Responders, upon receipt of this RFQ, Responders (or their designated agents) SHALL NOT directly or indirectly contact any Council member or other City staff, other than the person identified in this RFQ, for meetings, conferences or technical discussions that are related to the RFQ. Unauthorized contact of any Council member or other City staff may be cause for immediate disqualification of the Responder's information from the RFQ process.

2.5 Submission Instructions:

The following information should be included with RFQ submissions (see Section 4 and 5 for more details):

a. Statement of Interest

- b. Relevant qualifications demonstrating property agreements (e.g., sublicense and encroachment agreements) and contract negotiations with service providers; experience in the development of oDAS, WiFi, and Small Cell networks; outside plant and data center co-location property and service level agreements.
- c. A conceptual property agreement rate structure for wireless carriers for both capital and recurring expenses. Rates shall include:
 - 1) oDAS network buildout in the City's Downtown Business District
 - a) Street light or pole attachment
 - b) Fiber and conduit connectivity to co-location site
 - c) Co-location services
 - 2) Small Cell deployment outside of the City's Downtown Business District
- d. Provide a revenue cost share/split proposal with the City.

Section 3. Background

3.1 Project Background

The City of Sacramento is experiencing significant growth and redevelopment of its core business area and is expected to grow by 12% over the next 10 years. In line with Mayor Kevin Johnson's Cities 3.0 vision, the City is a hub of innovation, entrepreneurship, and technology. One of the major focus areas of Cities 3.0 is infrastructure. Infrastructure lays the foundation for sustained economic growth.

In July 2014, City staff issued a Request for Information ("RFI") for a Community Wireless Broadband Network in the City of Sacramento. The purpose of that RFI was to determine if there is sufficient market interest and/or alternative options the City should consider before proceeding to a Request for Proposal or RFQ.

In June 2015, the City partnered with a third party vendor to provide wireless master planning services. This effort provided the City with valuable information that included a radio frequency ("RF") benchmark survey, a technical survey of existing infrastructure, and projections of wireless requirements. The specific findings under this agreement is included as Appendix B.

Section 4. Scope of Work

4.1 Project Scope

1. CONTRACTOR (for the purpose of this section CONTRACTOR means or refers to selected responder) shall provide consulting and planning services to identify City of Sacramento ("City") assets in the City's Central Business District to market. These services, which shall be refreshed at a minimum annually, shall include RF analysis, asset inventory, wireless master planning, review of equipment and pole mounting for the wireless infrastructure (aesthetics) and other associated services which shall be shared with the City.
2. At no cost to the City and as an advocate for the City, CONTRACTOR shall exclusively market City assets or to build out the wireless infrastructure to Carriers (including Verizon, T-Mobile, Sprint, AT&T, Mobilite, Crown Castle, American Tower, Extenet, Boingo and other Carriers and neutral host providers. The purpose of the Marketing Plan is to build out wireless capacity that lays the foundation for sustained economic growth making Sacramento a hub of innovation, entrepreneurship, and technology.
3. CONTRACTOR will recommend potential City assets to market and the City will have the right to determine which City assets are marketed.
4. The City assets that may be marketed include building(s), pole(s), tower(s), fiber, conduit(s), cable(s), cabinets(s), street furniture, vault(s), and any structures which could be utilized for the purposes of promoting, transmitting or facilitating communications.
5. CONTRACTOR will negotiate and propose property agreements (e.g., license, sublicense, or encroachment agreements) with Carriers for City approved sites. The City shall have the final authority to grant or approve all property agreements pursuant to this Plan.
6. CONTRACTOR and the City shall negotiate a revenue split from the revenue received from all property agreements under this plan.
7. The City will retain underlying ownership of any City owned or licensed property.
8. The term of the agreement with the CONTRACTOR shall be five (5) years with four (4) automatic renewals at the discretion of both parties.
9. The Responder(s) recommended for this award will be required to sign the Professional Services Agreement. The Agreement can be found at the following URL: <http://portal.cityofsacramento.org/Finance/Procurement/standard-agreements>. Responders are responsible for reading and understanding the Professional Services Agreement's requirements, terms and conditions prior to submitting their bids.

10. CONTRACTOR shall provide an annual report summarizing marketing efforts, network construction, market changes, and RF analysis results.

4.2 City Assets

The City recognizes that the availability of high quality broadband fiber (gigabit and above) and wireless next generation communications serve an increasingly important role for businesses and households in considering where to locate, raise families, and start new businesses. Access to high quality communications infrastructure is also important to government, schools, and community institutions. The City of Sacramento desires to expand the availability of this infrastructure to serve these various groups, diversify the local and regional economy, and enhance the quality of life for all.

It is projected that City of Sacramento assets will be available to support cellular carrier small cells and City Wi-fi services. Appendix B to this RFQ is attached for reference.

a. Signalized Intersections

The City of Sacramento, currently maintains over 751 signalized intersections. Approximately 450 intersections are currently networked using either fiber or copper cabling. The traffic signal's network data traffic is interfaced into the City's fiber network, along with City facilities and are aggregated at key locations round our Central Business District and then transported to our current, but soon to be vacant, data center.

b. Conduits

The City also owns and maintains over 150 miles of conduit throughout the City, see attached. The City can offer space within existing conduits or duct banks to help facilitate the installation and expansion of needed fiber optic cabling to support Small Cells, City Wi-Fi, and eventually Gigabit Broadband Services.

c. Outside Plant Fiber

The City currently owns over 120 miles of outside plant fiber optic cable, see attached. City business operations currently occupy portions of the cable; however excess capacity is currently being identified and can be used to support both wireless and broadband efforts.

d. Street Lights

The City currently owns and maintains over 37,000 Street Lights. Some light standards have already been used for smart meter aggregation points for existing automated water, gas, and electric, meter services. In a similar fashion, these light standards can be modified to support small cells and City Wi-Fi services.

e. Towers

The City currently maintains several radio towers. These towers either stand alone or are located on existing water towers, located outside the Central Business District. The towers can also act as aggregation points for a variety of wired and wireless services.

f. Co-Location Site

Within the Central Business District the City operates a data center which we are in the process of vacating. The data center currently has multiple enterprise level Liebert UPSs, computer room air conditioners and environmental controls, backup generator power, and diverse paths out to the City fiber optic network. The data center also has direct fiber from or into AT&T Central Office, CENIC, Time Warner Telecom, Integra, Sure-West/Consolidated, and several other internet service providers. This site is an ideal location to act as a co-location site for any wireless carrier to interface to either small cells, or service providers. Several additional co-location sites within the city are also currently under review, which will help augment a citywide strategic broadband deployment.

5.1 Contents of Submission

At a minimum, the statement of qualification/proposal shall include the following:

1. **Submittal Cover Sheet (Attachment 1).**
2. **Letter of Transmittal:** The Submittal letter will summarize, in a brief and concise manner, the Responder's understanding of the requested services. Please include the official name of the firm submitting the Submittal, mailing address, email address, telephone number, fax number and contact name. The letter must be signed by an official authorized to bind the Responder contractually and contain a statement that the Submittal is firm for ninety (90) days. An unsigned letter or one signed by an individual not authorized to bind the Responder will be rejected.
3. **Submittal Signature (Attachment 2).** If the Submittal is made by an individual, it shall be signed and the individual's full name and address shall be given. If it is made for a firm or partnership, it shall be signed with the firm or partnership name by a principal of the firm or partnership, who shall sign his or her own name and title. The names and addresses of each firm principal or partner shall also be provided. A Certificate of Secretary shall be attached to any Submittal submitted by a corporation.
4. **Company Information / Qualifications and Experience:** The Responder shall include qualifications and experience of the firm and resumes of individuals who would be assigned to this project. The Responder shall identify the year the firm was established, the total number of employees, and the number of employees focused on this type of engagement. The Responder will provide a financial reference or annual report, and a gross/net revenue report for each of the last three fiscal years. The Responder shall complete the company information in the form at Attachment 2. The Responder may include any additional literature and product brochures.
5. **Client References (Attachment 3):** The Responder must provide client references for similar work performed for clients of a similar size, complexity and business. The Responder will provide the following information about clients being used as references: client name, client contact information, client size and industry, and brief description of the engagement. **If possible, examples of similar projects should be provided either as part of the proposal or for viewing as part of presentations.**
6. **Supporting Information (Attachment 4):**
 - a. Statement of Interest
 - b. Relevant qualifications demonstrating property agreements and contract

negotiations with service providers; experience in the development of oDAS, WiFi, and Small Cell networks; outside plant and data center co-location property and service level agreements.

- c. A conceptual property agreement rate structure for wireless carriers for both capital and recurring expenses. Rates shall include:
 - 1) oDAS network buildout in the downtown business district
 - a) Street light or pole attachment
 - b) Fiber and conduit connectivity to co-location site
 - c) Co-location services
 - 2) Small Cell deployment outside of the downtown business district
- d. Provide a revenue cost share/split proposal with the City.

Section 6. RFQ Timeline

- 6.1 Listed below are the important dates when the City plans to take steps or actions. If the City finds it necessary to change any dates, such change will be accomplished by addendum to this RFQ.

Activity	Date
RFQ Released	2/22/16
Deadline for questions (submit electronically via PlanetBids) site	3:00 PM on 3/3/16
Addendum issued responding to questions	3/8/16
Deadline for Submissions (electronic PDF submission via City's online bid portal PlanetBids)	3:00 PM on 3/25/16
Submission Review	4/4/2016 – 4/8/16
Vendor Elevations / Presentations	4/11/16 – 4/15/16

Section 7. Submittal Evaluation / Selection Criteria

Submittals will be evaluated on the basis of the overall best qualifications to the City based on the criteria set out in this RFQ or otherwise reasonably considered relevant. Firms may be asked to participate in an oral interview, product demonstration and a proof of concept.

Submittals should present information in a straightforward and concise manner, while ensuring complete and detailed descriptions of the Firm's abilities to meet the requirements of this RFQ.

Evaluation Criteria	Maximum Points
Company and Personnel Qualifications	45
Contents of Submission	30
Maximum Economic Benefit to the City	15
References Feedback	5
Accuracy and Completeness of the Submittal	5
LBE Preference	5
Total Points	105

At the completion of the evaluation process, a total point value will be compiled for each Submittal. The award recommendation(s), if any, will not necessarily be based on the lowest prices proposed or on the point values assigned.

LBE Five percent (5%) Submittal Evaluation Preference

<http://portal.cityofsacramento.org/Economic-Development/Small-Business/LBE>

Rejection of Submittals: The City of Sacramento reserves the right to reject any and all Submittals received in response to this request, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interest of the City. The City of Sacramento may at its discretion determine not to award a contract solely on the basis of this RFQ and will not pay for the information solicited or obtained.

It is recognized that each Responder may have developed unique and typical methods of service delivery. It is not the City's intention to disqualify a Responder due to variations in services equivalent to or of better quality and performance than that requested, which provides the necessary service, will receive full consideration for award.

Withdrawal of Submittals: Unauthorized conditions, limitations, or provisions attached to a Submittal may be cause for its rejection. No oral, telegraphic or telephonic Submittals or modifications will be considered. The Submittal may be withdrawn upon request by the Responder without prejudice to the Responder prior to, but not after the time fixed for opening of Submittals, provided that the request for withdrawal is in writing, has been executed by the Responder or the Submittal's duly authorized representative, and has been filed with the City.

Contract Negotiations: Contract negotiations may be undertaken simultaneously during the evaluation of Submittals with the finalist(s) as determined by the City. The City will not accept any changes to the professional services agreement including contract exhibits.

Section 8 Acceptance of Submittal

The contents of the successful Submittal will become the contractual obligations that will be contained in a formal written agreement. Failure of successful Responder to accept these obligations in a formal agreement may result in cancellation of the award.

Addenda and Supplements to RFQ

If it becomes necessary to revise any part of the RFQ, an addendum to the RFQ will be provided to all known prospective Responders via the City of Sacramento's online bid portal PlanetBids. <http://www.planetbids.com/portal/portal.cfm?CompanyID=15300>

It is the responsibility of the Responder to verify addenda and supplements up to the RFQ submission date and time.

Contractor Responsibilities

The Contractor must commit a professional staff and an experienced Project Manager who will be responsible for coordinating the services with the City. Service shall be the best of its respective kind. All professionals shall be skilled, knowledgeable, and successfully experienced in all aspects of providing the required services.

Licenses

The Contractor shall be required to obtain any necessary licenses and shall comply with all Federal, State and local laws, codes and ordinances without cost to the City.

Non-Waiver of Defaults

Any failure by the City to enforce or require the strict keeping and performance of any of the terms and conditions of the contract, shall not constitute a waiver of such terms and conditions, nor shall it affect or impair the right of the City to avail itself of such remedies as it may have for any breach of the terms and conditions.

Business Operations Tax Certificate

Chapter 3.08 of the Sacramento City Code requires that anyone conducting business in the City of Sacramento obtain a Business Operations Tax Certificate and pay the applicable tax if necessary. The successful Responder, and any subcontractors, will be required to show compliance with this requirement prior to award of the contract.

Information about the Business Operations Tax Certificate may be obtained the City of Sacramento, Revenue Division, 915 I Street, New City Hall First Floor, Sacramento, CA 95814, or by telephone at (916) 808-8500.

Contractual Obligations

The standard City of Sacramento Professional Services Agreement includes, but is not limited to, the requirements shown in the attached sample contract. Responder should review the contract and indicate in the Submittal the extent to which Responder can and is willing to comply with

each and every provision of the attached contract. This Request for Qualifications together with Submittal's response shall be incorporated into the final contract.

Professional Services Agreement

The Responder(s) recommended for this award will be required to sign the Professional Services Agreement. The Agreement can be found at the following URL:
<http://portal.cityofsacramento.org/Finance/Procurement/standard-agreements>

Responders are responsible for reading and understanding the Professional Services Agreement's requirements, terms and conditions prior to submitting their bids.

ATTACHMENT 1

Submittal Cover Sheet



**Submittal for
City of Sacramento Wireless Marketing Plan
Request for Qualifications (RFQ) Q16071011005**

Submissions Must Be Received Prior To 3:00 P.M. (Pacific Daylight Time)

on Friday March 25, 2016

Submit Information to:

(Electronically, in PDF format) via the City of Sacramento's online bid center
<http://www.planetbids.com/portal/portal.cfm?CompanyID=15300>

NAME AND ADDRESS OF RESPONDER SUBMITTING THIS INFORMATION:

Name of Vendor: _____

Name of Contact Person: _____

Address: _____

City, State, Zip Code: _____

Phone Number: _____

E-MAIL: _____

ATTACHMENT 2

Submittal Signature Form

All Responders must complete and sign this section. **Failure to complete and sign this section will result in rejection of the Submittal.**

Name of Responder: _____

Business Address: _____
(Street) (City) (State) (Zip Code)

Telephone: _____ **FAX:** _____

Type of Business: [] Corporation; [] Partnership; [] Individual doing business under own name; [] Individual doing business using a firm name; [] Joint Venture (Attach Joint Venture Agreement)

Federal Tax I.D. Number: _____

To the City of Sacramento:

The undersigned, as Responder, certifies that the only persons or parties interested in this Submittal as principals are those named herein as Responder; that this qualification statement is made without collusion with any other person, firm, or corporation; that in submitting this Submittal the Responder has examined all terms, conditions, and requirements set forth in the Request for Qualifications; that the Responder proposes and agrees that if this Submittal is accepted, the Responder will execute and fully perform the contract for which Submittals are called; that the Responder will perform all the work and/or furnish all the materials specified in the contract, in the manner and time therein prescribed, and according to the requirements as therein set forth; and that the Responder will take in full payment therefor, the prices set forth in the contract.

(Typed or Printed Name and Title)

(Signature)

Address (if different than business address above)

ATTACHMENT 3

Client References

(MINIMUM OF **THREE** REFERENCES REQUIRED)

CLIENT

NAME _____

NAME OF PROJECT _____

CITY/COUNTY _____ STATE _____

ADDRESS _____

KEY CONTACT NAME / EMAIL / TELEPHONE NUMBER _____

DETAILS

DATE SERVICES WERE PROVIDED _____

SCOPE OF THE ASSIGNMENT ON THE PROJECT _____

ADDITIONAL REMARKS

ATTACHMENT 4 - Supporting Information

1. Supporting Information

- a. Statement of Interest
- b. Relevant qualifications demonstrating property agreements and contract negotiations with service providers; experience in the development of oDAS, WiFi, and Small Cell networks; outside plant and data center co-location property and service level agreements.
- c. A conceptual property agreement rate structure for wireless carriers for both capital and recurring expenses. Rates shall include:
 - 1) oDAS network buildout in the downtown business district
 - d) Street light or pole attachment
 - e) Fiber and conduit connectivity to co-location site
 - f) Co-location services
 - 2) Small Cell deployment outside of the downtown business district
- d. Provide a revenue cost share/split proposal with the City.

City Fiber Map (See Attached)

5 Bars Wireless Plan Findings (See Attached)