



REQUEST FOR PROPOSALS

(SOLICITATION NO. 3875)

for

Antenna Site Management Program

TABLE OF CONTENTS

REQUEST FOR PROPOSALS	1
A. INTRODUCTION.....	2
B. SCOPE OF WORK.....	3
C. INFORMATION TO BE PROVIDED IN YOUR PROPOSAL	4
D. CONSULTANT EVALUATION CRITERIA	5
E. SUBMISSION REQUIREMENTS.....	6
F. SELECTION PROCESS.....	7
G. CONTRACT NEGOTIATIONS.....	8
H. ADMINISTRATIVE INFORMATION	8

ATTACHMENTS:

- Section 3 Resident Employment Form
- Section 3 Business Certification Form

RFP Issued on:	Proposals Due:
Thursday, April 24, 2008	3:00 PM, Thursday, May 15, 2008

REQUEST FOR PROPOSALS

Seattle Housing Authority's Antenna Site Management Program

The Seattle Housing Authority (SHA) is seeking proposals from qualified professional firms to assist SHA in managing its existing portfolio of wireless communication sites, marketing SHA locations to Telecommunications carriers seeking to license rooftop locations, and providing a full range of services to manage an Antenna Site Management Program.

Pre-Submission Conference: Those interested in responding to the Request for Proposals (RFP) are strongly encouraged to attend a Pre-Submission Conference at **9:00 AM on Thursday, May 1, 2008**. The Conference will be held at SHA Central Office at 120 6th Avenue North, Seattle, WA.

Obtaining the RFP: Visit our website at www.seattlehousing.org/Business/bus00.htm to obtain a copy of the RFP. Any addenda issued for this RFP will be published at the above-referenced website and proposers are responsible for checking the website prior to submission of proposals for any addenda. If you are unable to download the RFP or addenda, you may call Tina Wyciskala, Sr. Contract Administrator at (206) 615-3472.

Questions: Any questions or requests for further information must be submitted in writing no later than **12:00 Noon on Tuesday, May 6, 2008**, to the Contract Administrator noted above by fax at (206) 615-3410, by e-mail at twyciskala@seattlehousing.org, or by mail at the address below.

Submission Deadline: Sealed proposals (**one original and 6 copies**) must be received not later than **3:00 PM on Thursday, May 15, 2008**, at SHA's street address below. Proposals sent by U.S. Mail should be addressed to the P.O. Box below and must be delivered to SHA by the deadline stated above. Faxed or emailed submittals will not be accepted.

Seattle Housing Authority
Purchasing Division
Attention: Tina Wyciskala, Senior Contract Administrator
120 Sixth Avenue North
P.O. Box 19028
Seattle, Washington 98109-1028

Diversity: SHA strongly encourages minority-owned and women-owned businesses, socially and economically disadvantaged businesses, HUD Section 3 businesses, and small businesses to submit proposals or to participate in a subcontracting capacity on SHA contracts.

Rights Reserved: SHA reserves the right to waive as an informality any irregularities in submittals, and/or to reject any and all proposals.

LIZ ALZEER
Contracting and Procurement Manager

Seattle Housing Authority

Request for Proposals (Solicitation No. 3875)

Antenna Site Management Program

A. INTRODUCTION

- 1) **General:** The Seattle Housing Authority (SHA) is seeking a qualified professional firm to evaluate and manage its antenna site program and provide industry specific knowledge with a range of services related to actively marketing SHA's portfolio of properties to wireless telecommunication firms, the negotiation and licensing of new antenna facilities and ongoing consultation in matters related to the management of wireless antenna sites.

SHA currently licenses a number of wireless facilities within the City of Seattle and is routinely contacted by consultants or firms seeking locations suitable for wireless communications sites and existing licensees seeking access for modification or maintenance of their installations. These activities create a burden on existing staff in meeting these requests in a timely manner. As a result, SHA is issuing this RFP for antenna site management services.

- 2) **Seattle Housing Authority Background:** SHA is a municipal corporation that provides affordable housing to about 24,000 low-income people in Seattle. SHA owns and operates approximately 5,400 conventional public housing units subsidized by the U.S. Department of Housing and Urban Development (HUD), nearly 1,100 units for seniors and people with disabilities as part of the Seattle Senior Housing Program, and almost 900 low and mixed-income units developed and acquired primarily through the use of debt financing. Approximately 8,400 of SHA's residents are children.

SHA houses nearly 9,000 residents in housing it owns and operates, and provides housing subsidies to 14,600 residents through HUD's- Housing Choice Voucher Program (also known as Section 8), which makes it possible for residents with low incomes to live anywhere in the city.

SHA owns and operates housing in neighborhoods throughout Seattle. These include the four large family communities of New Holly and Rainier Vista in Southeast Seattle, High Point in West Seattle, and Yesler Terrace in Central Seattle.

SHA was established in 1939 by the City of Seattle under State of Washington enabling legislation. SHA is governed by a seven-member Board of Commissioners appointed by the Mayor and confirmed by the City Council. The Executive Director is appointed by, and reports to, the Board and is responsible for staff hiring and direction. SHA has approximately 600 employees and a total budget of \$301 million for Fiscal Year 2007.

B. SCOPE OF WORK

The Consultant's services are shown below. These services may be expanded as described herein.

Please refer to the following task numbers in your proposal and describe how you will approach the scope of work detailed in the tasks described below:

In **Phase I** (Initial Phase) of the Contract, the Consultant shall:

1. Provide a full inventory of SHA locations with address information supplied by SHA.
2. Assess the suitability of each location as a potential communications site.
3. Develop a marketing plan for new sites and submit the plan to SHA for approval.
4. Evaluate the portfolio of existing sites and provide a detailed analysis on the status of each installation, applicable license agreement and recommendations for improvement where necessary and allowable under the terms of each respective agreement.
5. Evaluate SHA's existing Antenna Site License Agreement and make recommendations for improvements in terms and/or conditions that will deliver the maximum benefit to SHA.
6. Develop, maintain and make available to SHA a comprehensive non-proprietary database of all locations compatible with standard MS Office programs (or by secure Internet connection that supports export functions to standard MS Office programs) that provides an accurate status of each location with relevant geographical and technical details of interest to potential antenna site clients, include a listing of current antenna site installations, license information with expiration and license renewal dates, and an inventory of installed equipment associated with the individual antenna site license.
7. Implement the marketing plan as approved by SHA.

In **Phase II** (Management Phase) of the Contract, the Consultant shall:

1. Actively market SHA's portfolio of properties deemed suitable, by mutual agreement between SHA and consultant, as antenna sites.
2. Evaluate new license proposals and make recommendations to SHA staff.
3. Negotiate initial license agreements with telecommunications companies and obtain SHA approval prior to license execution and commencement of each installation.
4. Review and approve each licensee's installation contractors.
5. Ensure that actual installations adhere to applicable codes and submitted specifications and ensure that any deficiencies are corrected.
6. Coordinate ongoing installation activities with licensee(s) and designated SHA staff to ensure compliance with approved plans, regulations.
7. Ensure the protection of SHA's physical assets and the performance of required maintenance activities.
8. Coordinate all licensee installations, site visits or upgrades with SHA building maintenance staff and designated management personnel, and take appropriate actions to ensure that positive public relations are maintained with SHA staff, residents, neighbors and the general public with respect to antenna site installation and ongoing operation.
9. Invoice and collect regular license payments using methods agreed to in advance by SHA.

10. Prepare a single consolidated payment with a detailed report of license payments by location on a monthly basis.
11. Perform regular site inspections to ensure compliance with applicable regulations and license terms and conditions.
12. Resolve all technical and site license issues between carriers such as claims of interference, disputes regarding encroachment on licensed space, frequencies, etc.
13. Maintain complete and readily accessible records of all installations including copies of original license agreements and amendments, site photographs, installation drawings, log of installation contractor activity, certificates of insurance and relevant correspondence.
14. Maintain books and records as required by SHA and regulatory reporting requirements. This material shall be made available to SHA as requested.
15. Develop and prepare a quarterly report on the status of the Antenna Site Management Program and all significant activities in the previous quarter for discussion at quarterly meetings to be held at a location designated by SHA. SHA reserves the right to change the frequency of these meetings. The quarterly reports are to include, but are not limited to, the following information:
 - All potential and pending licensing activities
 - Regular license payment collection
 - Cumulative revenue
 - Projected revenue and accounts receivable information
 - Site inspections performed during current period with site conditions noted
 - Tenant and public relations efforts
 - Updates to the SHA antenna site database

C. INFORMATION TO BE PROVIDED IN YOUR PROPOSAL

To facilitate evaluation, proposals should address and be organized in the order of the outline given below and include the following information. Please refer to the section of this RFP on Submission Requirements for information on Required Number of Copies. Proposals should be limited to a total of **20** pages (resumes, Section 3 Business Certification, and Section 3 Resident Employment Plan, and other required attachments are not included in the page limitation). Proposers are responsible for checking SHA's website at www.seattlehousing.org/Business/bus00.htm prior to submission of a proposal to review and download any addenda issued.

Proposal Contents: The Proposal must:

- Include a cover letter.
- Provide resumes.
- Provide a list of three (3) references.
- Provide a sample Antenna Site License Contract. SHA will treat samples as confidential and will not make them available to any other parties without the written permission of the proposing organizations.
- Address each of the evaluation criteria below.

SHA reserves the right to request additional financial information.

1) Experience, Qualifications, Knowledge and Ability to Perform the Work (Relates to Evaluation Criterion #1 in Part D.)

- a) Professional and technical profiles of principals, key personnel, and any proposed subcontractor or sub-consultant.
- b) Technical knowledge of all key personnel with regard to telecommunications terminology, electrical and mechanical engineering concepts, antenna site installation terminology and practices.
- c) Relevant expertise, experience, and judgment of all key personnel that will or may be assigned to the resulting contract.
- d) Listing of antenna site management projects, contracts/license agreements executed, including description of sites, dates, annual gross revenues, satisfaction of clientele, and reference checks.
- e) Approach to tasks listed in Scope of Work, Part A, for Phase 1 and Phase 2 of the project.
- f) Ability to function successfully in the Seattle area. Indication of adequate facilities, office support systems, established networks, and contacts.
- g) Project Plan for SHA: Submit a description of deliverables and projected time line for all key work elements. Detail level of services offered and how the services will be performed. Address assignment and availability of staff, office organization and operational procedures.
- h) Statement of SHA Responsibilities. Specify what is expected of SHA during resulting contract term. Any elements not included here shall be considered the responsibility of the Proposing Organization.

2) Fee Competitiveness and Reasonableness. Provide proposed fee schedule. SHA reserves the right to negotiate fees with Selected Organization. (Relates to Evaluation Criterion #2 in Part D.)

3) Administrative Tools and Practices. Describe administrative tools and practices being used such as Antenna Site Data Base and Billing and Reporting systems. (Relates to Evaluation Criterion #3 in Part D.)

References: Provide a minimum of three (3) references that can attest to your organization's ability to deliver the proposed services. Include contact name, telephone number, description and dates of services rendered. Provide references from both the private and public sectors and from landlords with whom your organization manages multiple antenna installations.

Required Forms: Return one (1) copy of each of the following attached forms:

- Section 3 Resident Employment Form
- Section 3 Business Certification Form

D. CONSULTANT EVALUATION CRITERIA

Consultants' submittals will be evaluated based on the criteria listed in this section. In preparing the submittal to SHA, it is important for proposers to clearly demonstrate their expertise in the areas described in this document. Because multiple areas of expertise are required for successfully performing this project, the consultant, either through in-house staff or sub-consultants, must demonstrate expertise and have available adequate quantities of experienced personnel in all of the areas described.

Consultants are encouraged to identify and clearly label in their submittals how each criterion is being fully addressed. Evaluation of responses to this RFP will be based only on the information provided in the submittal package and, if applicable, interviews, and reference responses. SHA reserves the right to request additional information or documentation from the organization regarding its submittal documents, personnel, financial viability, or other items in order to complete the selection process. If a responding firm chooses to provide additional materials in their proposal beyond those requested, those materials should be included in a separate section of the proposal. In submitting a proposal, the Consultant agrees that any costs or prices proposed shall be valid for a minimum of 90 days from the proposal due date.

The following criteria with a point system of relative importance with an aggregate total of one hundred points will be utilized to evaluate the qualifications of each proposer:

Evaluation Criteria		Weighting (Max. Points)
1	Experience, Qualifications, Knowledge and Ability to Perform the Work	65
3	Fee Competitiveness and Reasonableness	20
4	Administrative Tools and Practices	15
Maximum Total Points		100

E. SUBMISSION REQUIREMENTS

- 1) **Pre-Submission Conference:** Consultants are strongly encouraged to attend a Pre-Submission Conference at the time and place referenced on page 1 of this Request for Proposals (RFP), and advertised in the *Seattle Daily Journal of Commerce* newspaper.

Failure to attend the Conference will not relieve the consultants of any responsibility for information provided at that time.

- 2) **Due Date For Questions:** Technical questions regarding substantive matters related to this RFP or requests for further information must be submitted in writing consistent with the deadline and submission requirements on page 1 of this RFP.
- 3) **Due Date and Place For Submission of Proposals:** Proposals must be received by the Seattle Housing Authority by the deadline and at the place indicated on page 1 of this RFP.

The deadline is firm as to place, date, and time. SHA will not consider any proposal received after the deadline and will return all such proposals unopened.

All Proposals should be clearly marked when delivered or mailed to avoid any confusion about recording arrival dates and times. Proposers should take this practice into account and submit their materials early to avoid any risk of ineligibility caused by unanticipated delays or other delivery problems. *NOTE: A faxed or e-mailed Proposal is not acceptable.*

Upon receipt of each Proposal, SHA's Purchasing Division will date-stamp it to show the exact time and date of receipt. Upon request, Purchasing will provide the proposer with an acknowledgment of receipt. All Proposals received will become the property of the Seattle Housing Authority and will not be returned to the proposer.

- 4) **Required Number of Copies:** Proposers responding to this RFP shall submit one original proposal along with the required number of copies of the proposal (see page 1 of this RFP) to the address also indicated on page 1 of this RFP. The original of each of the forms indicated below must also be completed and submitted with the original proposal only. Do not send these forms with the proposal copies.
 - Section 3 Resident Employment Form
 - Section 3 Business Certification Form

- 5) **Addenda:** In the event there are changes or clarifications to this RFP, SHA will issue an addendum. Addenda will be published on SHA's website at: www.seattlehousing.org/Business/bus00.htm. It is the responsibility of proposers to check this website prior to submission of a proposal to review and download any addenda issued. If you are unable to download the addenda, you may call the Contract Administrator listed on page 1 of this RFP to have a copy of the addenda mailed or e-mailed to you.

- 6) **Rights Reserved by SHA:** SHA reserves the right to waive as an informality any irregularities in submittals and/or to reject any or all proposals. SHA will generally not disclose the status of negotiations until SHA's Executive Director has approved the award of a contract for services.

F. SELECTION PROCESS

An evaluation panel will rate all responses to this RFP that are received on or before the stated deadline, according to the criteria listed above. Based on its initial evaluation, the panel may:

