Purpose

The purpose of this Request for Proposals (RFP) is to engage an appropriate entity to develop model policies and ordinances to facilitate and accelerate the deployment of broadband technology by regional and local governments. The products will be made available to regional and local governments, particularly those participating in the California Regional Blueprint Planning Program. Responses to the RFP are due by 5:00 PM on Friday, April 18, 2008.

Overview of the California Emerging Technology Fund

The California Emerging Technology Fund (CETF) is a non-profit charitable corporation established pursuant to requirements by the California Public Utilities Commission (CPUC) in approving the mergers of SBC-AT&T and Verizon-MCI. As a result, those merged companies will contribute a total of $60 million to CETF over 5 years. CETF is governed by a 12-member Board of Directors.

The mission of the California Emerging Technology Fund is to provide leadership statewide to minimize the “digital divide” by accelerating the deployment of broadband and other advanced communications services to underserved communities and populations. CETF also is dedicated to making California a global leader in the deployment and adoption of broadband technology. The goal is to make a substantial and measurable impact on bridging the digital divide in California across all population demographic groups in the next 5 years, which requires both the availability of broadband technology as well as the ability to access and use it. CETF will make investments in programs and projects to improve access, applications, affordability, accessibility and assistance (the “5 As”) for adoption of broadband. High-speed communications technology is referred to generically as broadband, but defined by the FCC in terms of speed of communications—200 kilobits per second in at least one direction. The mission of CETF is technology-neutral.

For California to be a global leader in broadband, high-speed Internet access must be ubiquitous throughout the state. This will require all levels of government to cooperate by planning for and accommodating the deployment of broadband infrastructure. Many regions and local governments have requested assistance in developing appropriate policies and ordinances to promote and support broadband. Thus, CETF is taking the initiative through this RFP to acquire professional expertise and additional management capacity to respond these requests for technical assistance.
Relationship to California Regional Blueprint Planning Program

The California Regional Blueprint Planning Program was launched in 2005 by the Governor and the Legislature using transportation planning funds. It is a voluntary competitive grant program, however all major Metropolitan Planning Organizations (MPOs) and Councils of Government (COGs) in the state applied and were awarded funds. Consequently, every major region and the vast majority of local governments throughout the state are participating in the development of Regional Blueprint Plans to integrate land use, housing, transportation, agriculture, water, air quality, energy, and greenhouse gas emissions reduction into coherent frameworks for the next 20 years that promote the 3Es—Prosperous Economy, Quality Environment, and Social Equity. The integration of broadband planning and accommodation into the Regional Blueprint Plans could provide significant traction in involving regional and local leaders.

Today the Regional Blueprint Planning Program is in its third year and is co-led in the Governor’s Administration by the Department of Transportation (Caltrans) and the Governor’s Office of Planning and Research (OPR). A dozen other state agencies and departments are participating. CETF serves on the Blueprint Affiliates Group to provide technical expertise to the Program and has been asked to recommend model policies and ordinances for the Blueprint Tool Kit. Also, CETF has presented information about broadband at workshops for the Regional Blueprint Planning Network and has received several requests for additional technical assistance.

The model policies and ordinances to be developed in response to this RFP are intended to have direct benefit to all regional agencies and local governments, especially those participating in the California Regional Blueprint Planning Program.

Eligible Responders

Eligible responders are non-profit organizations and/or government agencies with: (a) expertise in planning; (b) a working relationship with regional and local governments; and (c) a commitment to broadband deployment and adoption. Responders must be able to organize and convene expert advisors from regional and local government and broadband providers to provide input and peer review to the draft and final model policies and ordinances. Collaborative proposals from a joint venture of two or more eligible organizations are welcomed.

Compensation

CETF will contract with an eligible agency (or collaborative consortium of eligible organizations) for an amount up to $50,000 for completion of the deliverables. A contract will be awarded on a competitive basis, including the proposed budget in addition to qualifications, past experience, and quality of proposed work plan.
Scope of Work and Deliverables

The following Scope of Work and Deliverables will be required by the contract:

- Compilation of example policies and ordinances developed by regional and local governments and other planning organizations in California and across the nation to promote and support the deployment of broadband and other advanced telecommunications.
- Analysis of the example policies and ordinances to identify the common elements and provisions and develop recommendations for essential elements of effective policies and ordinances. The compilation and analysis of example policies and ordinances and recommendations from other planning organizations is intended to provide a sound research foundation from which to draft model policies and ordinances.
- Recruitment of knowledgeable and representative advisors from regional and local governments, stakeholder planning organizations, and providers to review drafts of model policies and ordinances and provide input and feedback. Representative advisors should be engaged from at least the California State Association of Counties, League of California Cities, California Association of Councils of Governments, California Redevelopment Association, Local Government Commission, Caltrans, OPR, American Planners Association, and key broadband providers (such as AT&T, Verizon, Comcast, and the California Communications Association).
- Model policy (first a draft for review and comment by CETF and then a final version approved by consensus of advisors) appropriate for incorporation into Regional Blueprint Plans.
- Model policy (first a draft for review and comment by CETF and then a final version approved by consensus of advisors) appropriate for incorporation into local General Plans and Redevelopment Agency Plans.
- One or more model ordinances to implement the model policy in local jurisdictions.
- An inventory of additional tools (strategies, policies and programs) available to regional and local governments to help them plan for the accommodation of broadband infrastructure and to assist them in supporting and facilitating the deployment of broadband infrastructure.

Required Content of Proposal

Proposals should include the following information:

- Official name(s) of responding organization(s) with all pertinent contact information.
- Brief summary of qualifications and experience to implement the scope of work.
- Description of general approach:
  - Survey of literature to obtain existing examples of policies and ordinances.
  - Analysis of existing examples and identification of recommended elements.
  - Recruitment of advisors from regional and local government and broadband providers and conduct of peer review.
  - Development of model policies and ordinances.
  - Inventory of additional tools.
- Work Plan with a timetable for activities.
- Budget
CETF welcomes brief and concise proposals with clear specifics about approach and deliverables. CETF especially prefers substance of proposals over length.

**Timetable for Performance**

Contractor shall submit a written status report (summary of existing examples and analysis of common elements) by June 30, 2008.

Contractor shall submit the Final Report with all deliverables delineated above by August 22, 2008.

**Information Conference Call for Proposers**

A conference call for interested proposers will be held on Thursday, March 27, 2008, at 2:00 PM. Participants should register for the conference call by contacting Alana O’Brien at 415-744-2383 and receiving the number for the call and passcode for the conference.

**Submission of Proposals**

Submit proposal no later than 5:00 PM on Friday, April 18, 2008 by email to: alana.obrien@cetfund.org

Send 20 hard copies of the proposal to be received no later than Thursday, April 24, 2008, to: California Emerging Technology Fund The Hearst Building 5 Third Street, Suite 520 San Francisco, California 94103

**Start of Contract**

CETF intends to sign a contract with the selected entity and authorize initiation of work by May 1, 2008.