Municipal Digital Equity Planning Consultant Bidders Conference

RFQ No. 2023-MBI-03

9/28/2022

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Josh Eichen, Program Manager for Partnerships

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Welcome! Please review the following meeting guidelines:

Please put yourself on mute.

If you would like to ask a question at the end of the presentation please raise your hand.

Feel free to post questions in the chat during the presentation.

This meeting is being recorded and will be posted on the MassTech solicitation webpage.

This presentation and a recording of the meeting will be posted on the MassTech solicitation webpage.

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Agenda

1. MassTech Collaborative / MassBroadband Overview and Introductions

2. Introduction to the RFQ

3. Project Overview and Goals

4. Scope of Services

5. Submission Requirements

6. Procurement Schedule

7. Questions

About MassTech & MBI

MASSACHUSETTS TECHNOLOGY COLLABORATIVE

OUR MISSION: We strengthen the competitiveness of the tech and innovation economy by driving strategic investments, partnerships, and insights that harness the talent of Massachusetts.

THE INNOVATION INSTITUTE	MASSACHUSETTS CENTER for ADVANCED MANUFACTURING	MBI MASSACHUSETTS BROADBAND INSTITUTE	MeHI MASSACHUSETTS eHEALTH INSTITUTE	MassCyberCenter
Mission: Innovation Economy	**Mission:** Advanced Manufacturing	**Mission:** Broadband	**Mission:** Digital Health and Caregiving	**Mission:** Cybersecurity

MBI's mission is to make affordable high-speed Internet available to all homes, businesses, schools, libraries, medical facilities, government offices, and other public places across the Commonwealth. MBI works closely with key stakeholders to bridge the digital divide in Massachusetts.

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Introduction to the RFQ

Overview

- Broadband Innovation Fund established under State ARPA Authorization – Funds must be committed by 12/31/2024 and expended by 12/31/2026

- Administered by MBI through a contract with the Commonwealth

- Will initially support two programs

MBI has structured the Digital Equity Programs to Accomplish the Following Goals

- Build Capacity and Coordination Opportunities Among Stakeholders Critical to Closing the Digital Divide

- Enable Effective and Scaleable Implementation Programs, Facilitated by Expert Partners

- Set the Stage for Future More Advanced Digital Equity Initiatives Emerging from IIJA Planning Activities

> **Municipal Digital Equity Planning**

> **Digital Equity Partnerships Program**

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Municipal Digital Equity Planning Overview and Goals

Overview

- MBI will fund Municipal Digital Equity Planning Activities
    - **Charrette Model** – Similar to Municipal Vulnerability Planning Program
    - **Planning Model** – Similar to a Master Plan Chapter, or Economic Development, HPP, OSRP, or other topic specific planning activities.

- Will be made available for individual municipalities, but regional collaboration is encouraged.

Program Goals

- Guide **municipal decision-making** related to services and infrastructure that will increase access, adoption and usage of the internet for the populations most impacted by the COVID 19 pandemic.

- Prepare municipalities to **submit grant proposals** to existing or forthcoming state or federal programs to support digital equity activities.

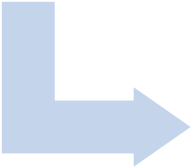**Sample Resources:**
[Baltimore Digital Equity Framework](#)
[Philadelphia Digital Equity Plan](#)
[North Carolina Digital Inclusion Template](#)

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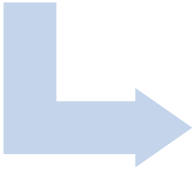# Municipal Digital Equity Planning Overview and Goals

MBI Prequalifies Consultants

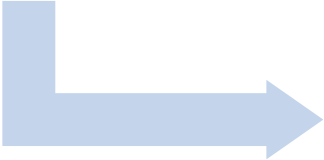- RFQ Released 9/14, first round of deadlines will be 10/17 and 12/5

Municipalities Express Interest
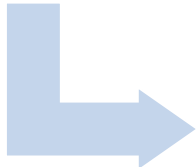
- Through Online Application on MBI's Website

List of Consultants Provided to Municipality

- List Based on Consultant Geographic Service, Availability, and Planning Services

Municipality Selects Consultant

MBI Engages in a Work Order with Selected Consultant

- In alignment with municipalities selected planning service

Digital Equity Charrette Scope of Services (Section 2.2.1)

At a minimum, consultants should expect to engage in the following activities as part of running a Digital Equity Charrette

Workshop Preparation

- Capturing and preparing relevant data
- Design of materials (maps, charts, posters, etc.)
- Coordinating charrette agenda and facilitative process
- Outreach and engagement, in partnership with municipal staff

Workshop Execution and Facilitation

- Site preparation, including preparation of equipment and materials
- Facilitation of stakeholder conversations/activities

Workshop Documentation and Reporting

- Intake and synthesis of data (transcription of notes, quantifying collected data, etc.)
- Development of strategic recommendations
- Creation of report deliverable
- Final documentation or reporting to municipal leaders as requested.

MBI Estimates a 2 - 3 Month Timeline for Minimum Activities

Municipal coordination with local leaders and relevant committees ongoing and as needed.

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Digital Equity Planning Scope of Services (Section 2.2.2)

At a minimum, consultants should expect to engage in the following activities as part of executing a Municipal Digital Equity Plan

Existing Conditions Analysis

- US Census ACS SF2801
- Mlab
- Microsoft
- FCC/NTIA

Community Engagement

- Community-wide survey
- Target population focus groups
- 1:1 Discussions w/ key stakeholders

Recommendation Development

- Synthesis of data and community engagement
- Exploration of funding opportunities

Documentation and Plan Writing

- Summary findings
- Documentation of maps/charts/photos/etc

MBI Estimates a 6 - 8 Month Timeline for Minimum Activities

Municipal coordination with local leaders and relevant committees ongoing and as needed.

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Submission Requirements (Section 3.1)

Description of Firm

- Qualifications to perform services
- References to similar digital equity projects and lessons learned*
- Description of any needed subcontractors
- Three references to substantially similar project work, including contact name, address, and phone number

Approach to Services in Section 2.2.1 & 2.2.2

- Description of approach
- Base case fixed price proposal for each service option*
  - Projected level of effort (hours/task)
  - Timeline
  - Variables that would impact cost
- Respondents are invited to propose alternative approaches or additions to the minimum activities stated in the RFQ, supplemental to the service options described in the RFQ.

Description of Staff

- Name, title, & hourly rate for each project team member participating in each service option respondent seeks to be prequalified for.
- Qualifications of staff in the following areas:
  - Community engagement
  - Meeting facilitation
  - Development of actionable and quantifiable recommendations
  - Data analysis and mapping
  - Project management
  - Translation/interpretation in major languages spoken in the Commonwealth

* If the Respondent has not completed any work in digital equity/broadband planning, please describe how the Respondent would build the skill set to become proficient in this topic area

* Project budget described further on following slide

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Submission Requirements (Attachment C)

Proposals should set forth the assumption for the approach and scope of each service category proposed that aligns with the unit base case fixed fee

Budgeting

Applicant Information

Applicant:		RFP No.:	
Budget Period:		Title of Proposed Project:	
Address:			

Cost Elements for Digital Equity Charrette			Total Fees
I. Consulting Fees			
Task/Activity (i.e. Data Analysis, Community Outreach, Event Faciltitation. Refer to section 2.2.1 of the RFQ)	HRS	Rate	
			$0
			$0
II. Subcontractor Fees			
firm name/role .	HRS	Rate	
			$0
III. Travel			
IV. Other Direct Costs (list by type)			
Total per Digital Equity Charrette Base Case Fixed Fee			$0

Budget period should correspond to the estimated length of each planning activity.

Corresponds to respondents proposed direct labor costs – blended hourly rate based on staff.

Indicate all tasks/activities related to the Service Option respondent seeks to be prequalified for.

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			$0
			$0
II. Subcontractor Fees			
firm name/role	HRS	Rate	
			$0
III. Travel			
IV. Other Direct Costs (list by type)			
Total per Digital Equity Charrette Base Case Fixed Fee			$0

Indicate name and role of any proposed sub-contractors. If respondents have not yet determined a specific subcontractor, please indicate the role they would play and estimated hourly rate.

Sum of each section in Attachment C should be a "Base Case Fee" for any given service option

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Submission Requirements (Attachment C)

Respondents should also indicate in the proposal variables that would lead to a higher than base case proposal and budget. The basis and categories of additional costs should be specified in the Addl Staff & Other Cost tab.

Additional Staffing Costs

Activity/Task Category Description	Hourly rates listed by Activity/Task	Description of Variable or Reason for additonal requirements

Direct labor costs

Indicate variable costs that would impact the estimates in the base case scenario. Examples could include:
- Additional workshop days for a charrette if requested.
- Additional focus groups or stakeholder engagement activities
- Materials for larger groups, etc.

Other costs, materials, etc.

Other Costs

Cost Type	Costs Basis	Units	Total Incremental Costs	Explanation of Cost and Description of Variable or Reason for additional costs

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Submission Requirements General

- Massachusetts Technology Collaborative (on behalf of Massachusetts Broadband Institute) issued this RFP for **Municipal Digital Equity Planning Services**, and will be the contracting entity. Selected consultants will be considered sub-contractors to MassTech

- Objective is to obtain responses from qualified planning consultants ("Respondents") who can provide Digital Equity Planning Services to municipalities.

- Respondents may submit responses to one or both of the categories of services described, and should clearly indicate those for which they wish to be considered.

- All communications from prospective Respondents regarding this RFP should be directed by email to proposals@masstech.org.

- **Failure to comply with submission instructions may serve as grounds for rejection of a proposal.**

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Procurement Schedule

Task	Date
Issue Date	**9/14/2022**
Respondents' Conference	9/28/2022
Question Deadline	**5PM 9/30/2022**
Answers Posted	10/6/2022
Initial Applications Due	**10/17/2022**
Subsequent Application Review Dates	12/5/2022, 3/13/23, 6/12/23, 9/11/23

Questions!

proposals@masstech.org

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