

CITY OF VINELAND

RESOLUTION NO. 2021- 368

RESOLUTION AUTHORIZING THE AWARD OF A BROADBAND CONSULTING SERVICES CONTRACT IN ACCORDANCE WITH THE RECOMMENDATION SET FORTH IN THE EVALUATION REPORT DATED JULY 23, 2021, IN CONNECTION WITH THE CITY'S BROADBAND PROGRAM.

WHEREAS, the City of Vineland ("City") desires to undertake the development and implementation of a Broadband Program ("Program"); and

WHEREAS, under the Program, the City desires to provide affordable, fast and reliable broadband services to the residents and businesses of the City; and

WHEREAS, in order to advance the Program, the City issued a *Request for Proposals For Broadband Consulting Services*, Dated May 26, 2021 (the "RFP"); and

WHEREAS, on June 29, 2021, the City received two (2) proposals in response to the RFP from the following firms:

- Matrix Design Group; and
- Bonfire Engineering and Construction; and

WHEREAS, a legal and technical review of the proposals received was conducted and the proposals were determined to be compliant with and responsive to the requirements of the RFP; and

WHEREAS, in accordance with N.J.S.A. 40A:11-4.5(d), an Evaluation Report, dated July 23, 2021 was completed and is attached hereto as Exhibit A recommending a Successful Respondent to the City; and

NOW THEREFOR BE IT RESOLVED, by the City Council of the City of Vineland as follows:

1. The recommendation contained in the Evaluation Report attached hereto as Exhibit A that Bonfire, be selected as the Successful Respondent and awarded a consulting contract containing provisions requiring each Service be authorized sequentially so that the City can carefully control the expenditure of funds and the commitment of resources to the Program, is hereby accepted.
2. The Business Administrator is hereby authorized and directed to work with the City's legal counsel to develop an acceptable form of contract with Bonfire and execute same along with any other ancillary documents necessary to effectuate the intent and purpose of this Resolution.
3. Notice of this award shall be published in the City's official newspapers.
4. This Resolution shall take effect immediately.

Adopted:

President of City Council

ATTEST:

City Clerk

EVALUATION MEMORANDUM
CITY OF VINELAND BROADBAND PROGRAM
REQUEST FOR PROPOSALS FOR BROADBAND CONSULTING SERVICES
COV RFP #2021-20
JULY 23, 2021

I. Executive Summary

The City of Vineland (the “City”) desires to explore the feasibility of developing and administering a municipal broadband utility for the residents and businesses of the City. The City’s desire stems from a lack of broadband service options in the region and the ever-increasing need for fast, reliable and affordable broadband service for education, business and entertainment.

As an initial step in the process, the City created the City of Vineland Broadband Program (the “Program”). The Program seeks to develop a broadband network, either on its own or in partnership with a private entity, capable of servicing all of the residents and businesses in the City all in accordance with, and pursuant to, the process established under the Broadband Telecommunications Services Act, N.J.S.A. 40:9D-1 *et. seq.*

To advance the Program the City issued a Request for Proposals for Broadband Consulting Services, dated May 26, 2021 (the “RFP”) pursuant to and in accordance with the competitive contracting provisions of the Local Public Contracts Law, specifically, N.J.S.A. 40A:11-4.1(m), and all other applicable law, seeking proposals from consulting firms to provide services needed by the City to initiate and advance the Program.

The RFP seek proposals from firms to provide broadband consulting services to be provided, if at all, in phases over a multi-year period. The phases of service (“Services”) will include:

- Discovery and Research
- Network Planning
- Project Estimate
- Financial Modeling
- Business Models
- Final Feasibility Report
- Presentation to the Public / State Agencies

The RFP included the following weighted Evaluation Matrix that takes into account price and other factors:

| Evaluation Criteria | Weighting |
|-------------------------------------|-----------|
| Price Proposal | 50 |
| Technical Approach | 30 |
| Respondents Experience & Capability | 20 |
| Total | 100 |

On June 29, 2021, the City received proposals from two firms:

1. Bonfire Engineering and Construction (“Bonfire”); and

2. Matrix Design Group (“Matrix”).

Both proposals received were determined to be complete and responsive to the requirements of the RFP.

Bonfire was formed in 2016, in response to the growing demand and complexity of designing and deploying broadband networks across the United States. Bonfire is headquartered in Denver Colorado and provides engineering and construction services nationwide.

Matrix was founded 26 years ago and is the sister company of Millennium Communications Group. Matrix is located in East Hanover, New Jersey.

Respondents were asked to provide a price proposal that included both an hourly rate and an estimated budget for each of the Services requested in the RFP.

Based upon the evaluation contained herein Bonfire is awarded 100 points and Matrix is awarded 91.5 points. Bonfire is recommended as the Successful Respondent.

II. Evaluation

A. Evaluation of Price Proposal (50 points)

Each respondent was required to provide a proposal that included both an hourly rates and estimated number of hours anticipated to complete each Service and an overall estimated budget for the Services requested.

Bonfire’s proposal included an hourly rate of \$180 for all Services and an estimated budget for all Services of \$221,400, reflecting 1,230 hours of work.

Matrix’s proposal included hourly rates ranging from \$95 to \$155 and an estimated budget for all Services of \$396,600, reflecting 3,360 hours of work.

The proposal with the lowest overall estimated budget for the Services is awarded the full 50 points, and the remaining proposal is awarded points in proportion to its overall estimated budget for the Services relative to the lowest proposal. Bonfire is awarded the 50 points for its proposal pricing and Matrix is awarded 41.5 points.

B. Evaluation of Technical Approach (30 points)

Both Bonfire’s and Matrix’s provided written submissions with their proposals that demonstrated a thoughtful and knowledgeable approach to providing the Services. Both proposals are awarded 30 points for this evaluation criterion.

C. Evaluation of Respondent’s Experience and Capability (20 points)

Both Respondents provided multiple examples of projects and services similar to the Services requested in the RFP. Both Respondents have worked in various locations across the United States assisting with the development and implantation of fiber broadband systems. Each firm is awarded 20 points for this evaluation criterion.

III. Recommendation

Based upon the evaluation contained herein Bonfire is awarded 100 points and Matrix is awarded 91.5 points. Bonfire is recommended as the Successful Respondent. It is further recommended that the any contract awarded to Bonfire for the Services be structured so that each Service is authorized sequentially allowing the City to carefully control the expenditure of funds and the commitment of resources to the Program.