



1.1

April 15, 1998

FROM CONTINUED  
TO 4.28.98  
5.7.98

Housing Authority of the  
City of Sacramento  
Sacramento, California

Honorable Members in Session:

SUBJECT: REQUEST FOR PROPOSALS FOR MARKETING AND MANAGEMENT SERVICES FOR ROOFTOP USE FOR WIRELESS COMMUNICATION

LOCATION AND COUNCIL DISTRICT: District 1

RECOMMENDATION

Staff recommends adoption of the attached resolution which authorizes the Executive Director to:

- issue a Request for Proposals (RFP) for services to market and manage rooftop space for wireless communication use; and
- enter into a contract with the proposer recommended by the selection committee.

CONTACT PERSON: Patricia Duplechan, Director of Housing, 440-1337  
Gregg Fortner, Assistant Director, Housing Administration, 440-1337

FOR COUNCIL MEETING OF: April 28, 1998

SUMMARY

This report recommends authorization of a competitive process for selection of providers of professional services related to marketing and managing roof top space on public housing buildings for wireless communications use.

- Attachment I is an RFP for services to market and manage rooftop space for wireless communication use.

# SACRAMENTO HOUSING & REDEVELOPMENT AGENCY

Housing Authority of the  
City of Sacramento  
April 15, 1998  
Page 2

The selection committee will consist of a Redevelopment Commissioner, a professional in the field of the request for proposals, an Agency staff member associated with RFP evaluation and a representative from the Housing Management Department.

The resolution also requests authorization for the Executive Director to take all needed action in the future for marketing and managing the Agency's rooftop spaces for wireless communication use.

## COMMISSION ACTION

At its meeting of April 15, 1998, the Sacramento Housing and Redevelopment Commission recommended approval of the attached resolution. The votes were as follows:

AYES: Amundson, Castello, Cespedes, Dobbins, Harland, Hoag,  
Holloway, Newsome, Rotz, Simon, Taylor

NOES: None

ABSENT: None

## BACKGROUND

The growing use of wireless communication technology offers an opportunity for the Agency to more fully leverage its asset base. Several service providers have inquired about the availability of Agency property for this use. The RFP will allow a competitive process to determine the most suitable service provider.

## FINANCIAL CONSIDERATIONS

The additional revenues provided will be used to augment maintenance and repair funding for Agency property. No significant expenditures of Agency funds are anticipated in connection with this RFP or resulting contract.

## POLICY CONSIDERATIONS

The action recommended in this report is consistent with Agency policies regarding contracting for professional services.

# SACRAMENTO HOUSING & REDEVELOPMENT AGENCY

Housing Authority of the  
City of Sacramento  
April 15, 1998  
Page 3

## ENVIRONMENTAL REVIEW

The proposed action does not constitute a project number under CEQA per Guidelines Section 15378(b)(3), nor a federal undertaking under NEPA.

## M/WBE CONSIDERATIONS

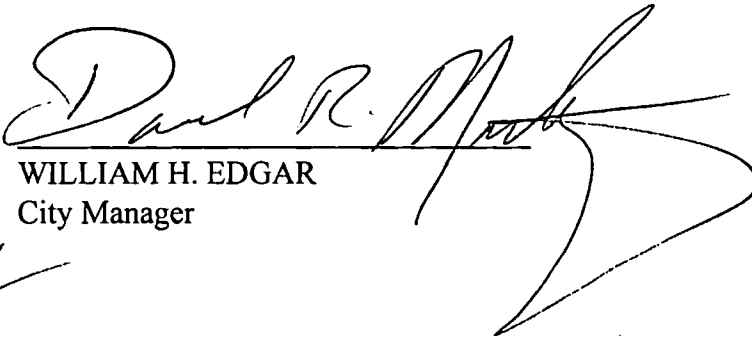
The Agency's Minority and Women's Business Enterprise Program goals and policy will be applied to all applicable projects included in the proposals.

Respectfully submitted by,



ANNE M. MOORE  
Acting Executive Director

Transmittal approved by:



WILLIAM H. EDGAR  
City Manager

*for*

# RESOLUTION NO.

ADOPTED BY THE HOUSING AUTHORITY OF THE CITY OF SACRAMENTO

ON DATE OF \_\_\_\_\_

## REQUEST FOR PROPOSALS FOR PROFESSIONAL SERVICES FOR MARKETING AND MANAGING ROOFTOP USE FOR WIRELESS COMMUNICATION

BE IT RESOLVED BY THE HOUSING AUTHORITY OF THE CITY OF SACRAMENTO:

Section 1. The Executive Director is authorized to issue a request for proposals for marketing and management services for rooftop use for wireless communication.

Section 2. The Executive Director is authorized to convene a selection committee for review and selection of proposals submitted, in accordance with Agency policy.

Section 3. The Executive Director or her designee is authorized to execute contracts for professional services as recommended by the selection committee.

Section 4. The Executive Director or her designee is further authorized to enter into individual license agreements with separate users; increase or decrease license fees; modify or terminate license agreements; and take all necessary actions to carry out the activities for the proposed use, including renewing, extending, terminating, or negotiating future contracts for marketing and management services for rooftop use for wireless communication.

\_\_\_\_\_  
CHAIR

ATTEST:

\_\_\_\_\_  
SECRETARY

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FOR CITY CLERK USE ONLY

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

(4)

**WIRELESS COMMUNICATION**

**REQUEST FOR PROPOSALS**

**FOR**

**SERVICES TO MARKET AND MANAGE ROOF-TOP**

**SPACE FOR WIRELESS COMMUNICATION USES**

\_\_\_\_\_ **1998**

**Submittal Date:** \_\_\_\_\_ **1998**

**Sacramento Housing and Redevelopment Agency**  
**630 Street**  
**Sacramento, California 95814**  
**(916) 440-1380**

**WIRELESS COMMUNICATION  
REQUEST FOR PROPOSALS**

\_\_\_\_\_ 1998

Submittal Date: \_\_\_\_\_ 1998

**PURPOSE**

Sacramento Housing and Redevelopment Agency has recognized the opportunity to add additional cash flow to property operations by licensing roof-top space to wireless communication companies and will pursue this new market when it does not interfere with its core business of providing affordable housing services.

We are seeking proposals from communications site management firms to represent, market, and manage the use of our properties/sites to communications companies over an extended period, maximizing tenant space usage and revenues, and ensuring SHRA receives market rates and terms.

The successful bidder will conduct a review of identified properties/sites in our portfolio to accurately target potential revenues and likely tenants, and will ensure that all our properties/sites are marketed to a full spectrum of wireless tenants.

**SITE MARKETING AND LICENSING SERVICES**

Marketing. Market all SHRA properties/sites to prospective telecommunications tenants and site selection consultants using all available industry standard methods. Coordination of site visits with all prospective tenants interested in a property/site.

Tenant Specifications. Review and evaluate system components, equipment, and installation plans for each tenant interested in licensing space at a SHRA property/site. Issues related to building aesthetics, space requirements, equipment location, and roof-top configuration must be addressed.

License Agreement. Negotiate and prepare license agreements for the ultimate approval and execution by the SHRA. All proposals must include a standardized license agreement.

**SITE MANAGEMENT SERVICES**

Inventory and Assessment. Inventory each tenant's equipment located at SHRA properties/sites and provide updates to SHRA upon installation of new tenants or equipment changes.

Equipment Installation Supervision. Supervise and inspect the installation of tenant equipment for compliance with the installation plans and equipment specifications in the license agreement. Review and evaluate contractors and subcontractors to be utilized by the

tenant for installation and maintenance, and verify that such contractors have obtained all required building permits, certificates, and licenses.

Compliance Supervision. Supervise and periodically confirm that each tenant is operating and maintaining its equipment in compliance with the terms of license agreement and the technical recommendations and requirements specified by the Federal Communications Commission, Federal Aviation Administration, and all other federal, state or local regulatory agencies or entities having jurisdiction.

Radio Frequency Interference. Monitor and assist the resolution of any radio frequency interference problems among tenants at the subject site or occupants of adjacent properties.

Book and Records. Maintain books and records with respect to the equipment, license agreements, and tenants as necessary to satisfy any governmental reporting requirements.

Collection and Remittance. Collect tenant license payments and remittance of appropriate amounts to SHRA after deduction of the management fee. Final remittance to SHRA shall include schedules detailing the tenants, the calculation of the license fees due and collected and management fees earned and paid, and shall be received by SHRA within 15 days after the end of the month in which such license fees are collected.

Enforcement of Owner's Rights. All actions reasonably necessary to enforce license agreements and referral to Agency's General Counsel for legal action when necessary.

Insurance. Verify that each tenant continuously maintains insurance in the following types and amounts:

- (1) Comprehensive General Liability -- \$2,000,000 per occurrence with SHRA and management company as named or additional insured.
- (2) Casualty and Property Damage for full insurance value of equipment and waiver of any claim against deductibles.
- (3) Workers' Compensation Insurance in amounts required by law.
- (4) Automobile Liability -- \$1,000,000 per occurrence with SHRA and management company as named or additional insured.

Verify that any vendor or subcontractor installing equipment maintains Builders Risk Insurance with SHRA as named or additional insured. In addition, Manager must also maintain Commercial General Liability Insurance with SHRA as named or additional insured with policy limits of \$2,000,000 per occurrence.

All such insurance shall include an unconditional provision for not less than 30 days prior

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notice of cancellation or modification of coverage.

## **STRUCTURE AND TERM**

All responses should include a proposed fee structure for a one to five year term.

## **EVALUATION AND SUBMISSION CRITERIA**

A Selection Committee assembled by the Agency will review submittals. The Committee will rank the respondents in terms of the following criteria (not listed in order of priority) and all submittals must include the following:

References. Include references from property owners and public agencies for which similar assignments were completed that may be contacted by Agency staff (include location, type of work, and fee schedule).

Team Qualifications. Identify the personnel to be assigned to this project and their individual qualifications and responsibilities, including any sub-contractor(s) and their specific responsibilities.

Scope of Services. Define in detail the approach to accomplishing the requested services, including methodology and specific work task items. You are encouraged to explain in detail your understanding of the Scope of Services and to identify any supplemental tasks deemed necessary to expedite the completion of the work. Include as a task, the preparation and submittal of periodic status updates to the Agency's Real Estate Coordinator.

Schedule. Provide a time line chart outlining days required for each task for this work. Begin from the Notice to Proceed from the Agency and continue until all services are completed.

Cost. Provide a proposed fee schedule for a one to five year term. Fee structure will not be the sole evaluation criteria.



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## **CONTRACT AWARD**

All responsive submittals will be reviewed and ranked by the Selection Committee, which will be composed of individuals familiar with the project requirements. As determined according to the evaluation criteria, the firm deemed most qualified by the Selection Committee at the conclusion of the evaluations will be invited into contract negotiations with the Agency.

In the event that an agreement cannot be reached with the selected firm the Agency, at its sole discretion, shall have the right to negotiate with the next ranking firm until an agreement can be reached with an applicant.

## **CONTRACT ARTICLES**

Sample contract documents containing typical provisions are shown in Attachment \_\_\_ included for applicants' reference but are subject to modification by the Agency prior to contract award. Please read the sample contract carefully and take special note of the provisions related to required insurance coverage and disclosure.

## **BUSINESS AND EMPLOYMENT OPPORTUNITY REQUIREMENTS**

Participation in the Agency's Minority and Women's Business Enterprise Program (M/WBE) is a requirement for contracting with the Agency.

## **SUBMITTAL INFORMATION**

An informational meeting will be held \_\_\_\_\_ 1998; at \_\_\_\_\_ to answer questions regarding the project.

Proposals must be received no later than 5:00 p.m., \_\_\_\_\_ 1998, in the office of the Agency Clerk, 630 I Street, 3rd Floor, Sacramento, California 95814. Please submit five (5) copies of the submittal. A cover or transmittal letter executed by an authorized signatory of your firm, not to exceed one (1) page, must be included. No fax submittals will be accepted, and late submittals will not be considered.

- All material submitted to the Agency as part of the qualification package will be retained by the Agency. The Agency reserves the right to: (1) reject any or all submittals; (2) request clarification of any submitted information; (3) waive any informalities or irregularities in any submittals; and/or (4) cancel all or any portion of the selection proceedings at any time.

For more information, contact Ray Ashby, Real Estate Coordinator, SHRA, 1013 7th Street, 2nd Floor, Sacramento, California 95814, (916) 264-1523.

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**SHRA POTENTIAL ROOF-TOP SPACE LICENSE LOCATIONS**

<b>STREET ADDRESS</b>	<b>BUILDING NAME</b>	<b>CITY</b>	<b>ZIP CODE</b>	<b># OF STORIES</b>
626/630 I Street	Riverview Apartments	Sacramento	95814	12
600 I Street	Riverview Plaza	Sacramento	95814	16
2526 L Street	Sutterview	Sacramento	95816	8
1107 23rd Street	Sierra View	Sacramento	95816	9
1820 Capitol Avenue	Capitol Terrace	Sacramento	95814	9
1725 K Street	Comstock	Sacramento	95814	9
1318 E Street	Washington Plaza	Sacramento	95814	9
2516 H Street	Big Trees	Sacramento	95816	3

Items for 4-28

Consent Calendar - 2:00 p.m.

1. Consent Calendar - 2:00 p.m.

Request for Proposals for Marketing and Management Services for Rooftop Use for Wireless Communication (D-1)

a. Authority Resolution Approving Request for Proposals for Professional Services for Marketing and Managing Rooftop Use for Wireless Communication]



**SACRAMENTO HOUSING & REDEVELOPMENT AGENCY**  
**630 I STREET**  
**SACRAMENTO, CALIFORNIA**

Fax No.

**FAX TRANSMITTAL**

TO: <i>Mary Lou</i>	Number of Pages: <i>2 ~ INCLUDING COVER</i>
COMPANY: <i>Department:</i>	FAX #: <i>264-7672</i> Phone: <i>440-1363</i>
From: <i>JOAN ROBERTS</i>	Phone: <i>440-1363</i> Mall Code: <i>C-36</i>
Department: <i>AGENCY CLERK</i>	Fax #: <i>441-1197</i>
Date: <i>4-22-98</i>	Transmitted By:

- SPECIAL ATTENTION
- For your information.
- Review and get back to me by \_\_\_\_\_.
- Review and forward to \_\_\_\_\_.
- Original will follow by \_\_\_\_\_.

REMARKS:

*Confirming item  
for 4-28-98  
Joan*