

To: Heather Looker
Special Projects Manager
City of Pflugerville
100 E. Main St.
Pflugerville, TX 78660

From: CobbFendley – Vineeta Ram, P.E.

Date: October 15, 2024

Re: RFQ# 2024-004 Scope & Fee
Proposal for Professional Engineering Services:
Broadband Needs Evaluation and Comprehensive Broadband Master Plan

1 INTRODUCTION/BACKGROUND

Dear Mrs. Looker,

Cobb, Fendley & Associates, Inc. (“CobbFendley”) is pleased to submit this proposal for professional engineering services to assist the City of Pflugerville (“Client”) with services for evaluating broadband needs within the City. CobbFendley will assist in developing a comprehensive broadband Master Plan to improve and expand internet connectivity throughout the community. The proposed scope of services, basis of compensation, and schedule are outlined below for your review.

2 SCOPE OF SERVICES

2.1 Phasing and Tasks

The specific tasks to be performed by CobbFendley in conjunction with this project are limited to the following:

- Visioning Phase
 - **Task 00: Kickoff Meeting** - CobbFendley will conduct a kickoff meeting to outline roles, responsibilities, and project timelines.
 - **Task 01: Existing City Assets & Services Verification** - CobbFendley will assess current broadband-related city assets using Geospatial Information Systems (GIS) data. CobbFendley will identify, engage and profile broadband needs within City departments, to include Information Technology (IT), GIS, Public Works, Engineering and Planning. CobbFendley will coordinate with the City on any other public entities that should be consulted, such as Pflugerville Independent School District (PflISD). This task will include a review of policy and processes that may impact broadband connectivity, private market investment, and/or protection of public Rights of Way (ROW).
 - **Task 02: Industry Market Assessment** - CobbFendley will evaluate reported broadband coverage by existing providers and identify discrepancies. CobbFendley will review for any grant funding opportunities that the City can apply for or provide support for potential partners pursuing funding opportunities.
 - **Task 03: Community Engagement (+Stakeholder)** - CobbFendley will develop and implement a community engagement plan, including surveys, up to two in person public meetings, and one virtual public meeting to gather input from residents, businesses, and stakeholders

- Deliverables:
 - 1. Survey development and deployment
 - 2. Public feedback analysis and report
 - **Task 04: Gap Analysis** - CobbFendley will analyze data from tasks 1-3 to identify connectivity gaps and future needs
 - Deliverables:
 - 1. Report on current and future connectivity concerns
 - **Task 05: Visioning Meeting/Work Session** – CobbFendley will present findings to City leadership (in person) to develop broadband-related goals
 - Deliverables:
 - 1. One work session to present data and develop goals
- Planning Phase
 - **Task 01: Broadband Connectivity Improvement Options** – CobbFendley will develop high-level designs (HLDs) and cost estimates for improving connectivity
 - Deliverables:
 - 1. High-level design and costing to meet City operational needs
 - **Task 02: Broadband Master Plan Development** – CobbFendley will develop a comprehensive broadband Master Plan incorporating current and future needs
 - Deliverables:
 - 1. Draft and final versions of the Fiber and Broadband Master Plan
 - **Task 03: Evaluate Opportunities for Public-Private Partnerships (PPP)** – CobbFendley will identify and assess potential partnerships with broadband providers
 - Deliverables:
 - 1. Report on partnership models and potential partners
 - **Task 04: Request for Expressions of Interest (RfEOI) Development and Advising** – CobbFendley will develop and manage the RfEOI process for private partner engagement
 - Deliverables:
 - 1. RfEOI development and management

2.2 Basis of Compensation

CobbFendley proposes to perform the described Scope of Services for the following lump sum fees:

Visioning Phase:	\$88,761.20
Planning Phase:	\$107,200.80
Scope of Services to be Provided for a Total Fee Of: ...	\$195,962.00

See Attachment A for Cost Breakdown. CobbFendley proposes monthly invoicing based on percent completion of milestone tasks as identified in section 2.1.

2.3 Schedule of Services

See Attachment B.

3 ASSUMPTIONS, EXCLUSIONS, AND ADDITIONAL SERVICES

3.1 Assumptions

The following assumptions were made in the developed of this Scope of Work:

- The Client will facilitate meetings with internal departments as part of the “Existing City Assets Verification” task.
- The Client will provide NG911 address data.
- The Client will provide the latest Master Plan, current and future Capital Improvement Projects (CIP) and development plan details for CobbFendley to incorporate into broadband planning.
- CobbFendley will be limited in obtaining broadband infrastructure records from private Internet Service Providers (ISPs) that retain their data to be proprietary. If NDAs are required, CobbFendley will work to establish NDAs and necessary to obtain this data but may still be subject to limitation in how this data can be implemented into the master plan or other deliverables.
- CostQuest licensing prohibits development and publishing of address level fabric data for uses other than FCC Fabric Challenges. CobbFendley will utilize Hex8/9 to represent address level data in maps developed as part of this project.
- Community engagement will be limited to one online survey for residential and one online survey for businesses. These surveys may be combined with a prerequisite question that directs business owners/representatives to alternative survey questions.
- The first in person public meeting will take place before Task 05 of the “Visioning Phase,” the virtual public meeting (if necessary) will take place after development of a Broadband Master Plan and will be more informative of the plan and next steps.
- CobbFendley will assist the City in presenting to the Comprehensive Plan Advisory Committee (CPAC) for Master Plan adoption.
- Stakeholder engagement for private partners should be limited to ten ISP/Broadband Solutions providers.
- Other than the kickoff, in-person public meetings, work sessions and presentations to City leadership, all other meetings and engagements will be held virtually to minimize scheduling conflicts and travel costs.
- Goals developed in “Visioning Meeting/Work Session” will be locked in for Planning Phase and should be limited to connectivity, digital equity/opportunity, and public policy categories.
- Limited to two high-level designs for connectivity infrastructure. At this high-level stage, material & labor quantities, material & equipment specifications, and construction methodologies determination will be premature and any bill of materials, costing or schedules should be considered in the range of -25% to +75% of provided values.
- Broadband Master Plan will not exceed one hundred pages and should be limited to two major revisions.
- CobbFendley complete the full scope of identifying, engaging parties, profiling, evaluating, and recommending partnership opportunities. Should the City decide to pursue a recommended partnership, CobbFendley will not be expected to negotiate or develop any Public Private Partnership (PPP) contracts.
- RfEOI development, advertising and close will occur within four weeks.

3.2 Exclusions

The following exclusions will apply to this Scope of Work:

- Low-Level Design
- Field Visits
- Grant Writing/ Engineering Support for Applications

3.3 Additional Services

Any services not included in the scope shall be considered Additional Services. Additional Services are provided on a negotiated lump sum basis, if requested, and after Client authorization with the execution of a Supplement to the Original Agreement.

- Subsurface Utility Engineering
- Professional Surveying Services
- Utility Coordination Services
- Data Utilization and GIS Services for Asset Management
- Municipal Engineering
- Grant/Funding Strategy

4 PROPOSAL ACCEPTANCE

If this proposal is acceptable to you, please provide an authorization to begin work or indicate your acceptance by signing in the space provided below and return one original to us for our file. This proposal is void if not accepted within thirty days of the date hereon. The opportunity to propose professional engineering services to your firm is appreciated and we look forward to serving you on this project.

Sincerely,

Cobb, Fendley & Associates, Inc.



Vineeta Ram, P.E.
Executive Vice President, Broadband Discipline Lead
CC: Jarod Branstetter, P.E.
Principal, Broadband Group Lead

This Proposal Accepted By:

CLIENT

Signature

Print Name

Title

Date of Authorization

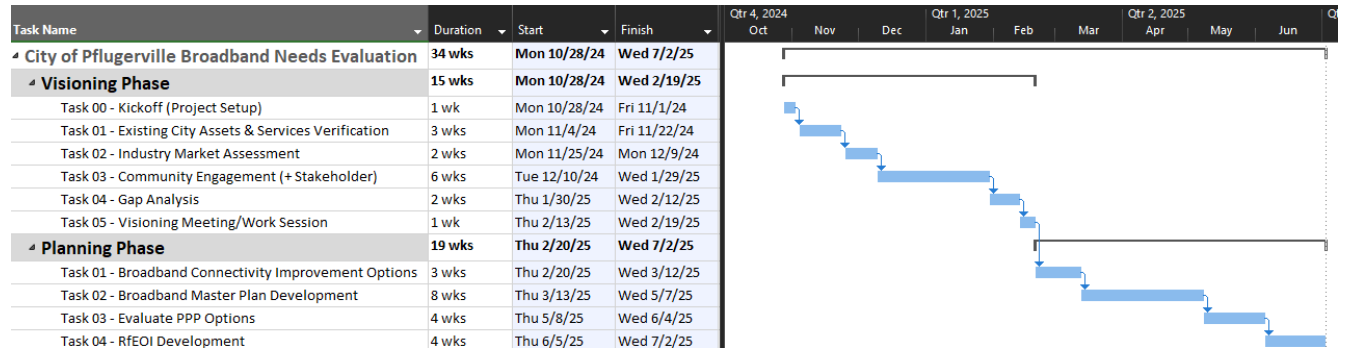
5 LIST OF ATTACHMENTS

1. Attachment A: Cost Breakdown

Deliverable or Task	Weeks	ROLES								
		Principle in Charge	Sr. PM/ Project Principle	Task Manager	Engineer, Planner	GIS Analyst	Project Engineer	Planner	GIS Technician	
Visioning Phase	13	6	26	74	80	42	80	80	42	\$ 88,761.20
Task 00 - Kickoff (Project Setup)	1	2	8	2	8	8	8	8	8	\$ 8,174.00
Task 01 - Existing City Assets & Services Verification	2	1	4	16	16	16	16	16	16	\$ 14,886.40
Task 02 - Industry Market Assessment	2	1	4	16	16	16	16	16	16	\$ 14,886.40
Task 03 - Community Engagement (+ Stakeholder)	5	2	10	40	40	2	40	40	2	\$ 27,754.00
Task 04 - Gap Analysis	2	1	4	16	16	16	16	16	16	\$ 14,886.40
Task 05 - Visioning Meeting/Work Session	1	2	8	2	8	8	8	8	8	\$ 8,174.00
Planning Phase	18	7	36	36	144	144	144	144	144	\$ 107,200.80
Task 01 - Broadband Connectivity Improvement Options	3	1	6	6	24	24	24	24	24	\$ 18,639.60
Task 02 - Broadband Master Plan Development	8	3	16	16	64	64	64	64	64	\$ 49,705.60
Task 03 - Evaluate PPP Options	3	1	6	24	24	1	24	24	1	\$ 16,652.40
Task 04 - RfEOI Development	4	2	8	32	32	2	32	32	2	\$ 22,203.20
	31									\$ 195,962.00

Attachment A: Cost Break Down

2. Attachment B: Schedule



Attachment B: Schedule of Services