

South Bay Cities Council of Governments

August 12, 2019

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, SBCCOG Executive Director

RE: Contract with Magellan Advisors

Adherence to Strategic Plan

Goal D: Organizational Stability. Be a high performing organization with a clear path to long-term financial health, staffing continuity and sustained board commitment.

BACKGROUND

The South Bay Cities Council of Governments (SBCCOG) has been working with Magellan Advisors since 2016 and the inception of the studies that have been conducted on a regional fiber network for the South Bay. They wrote the feasibility study and developed the concept for the South Bay regional fiber network (SBFN) and then guided us through the RFP and selection process for the American Dark Fiber team. All of these tasks were paid for by the South Bay Workforce Investment Board with funding contributed for the RFP from Supervisor Ridley-Thomas. Funding from the SBWIB ran out at the end of June, 2019 and but Magellan has continued to be on call to us pending this action.

DISCUSSION

With the approval of Measure M funds for the implementation of the South Bay Fiber Network, we now have the funds to contract with Magellan Advisors directly. Their assistance to our team has been invaluable in dealing with the American Dark Fiber team and helping us understand not only terminology but also industry practices and standards. Going forward, we plan to have them assist us with the construction management issues that will arise. Attached are the scope of services upon which we have agreed.

SOLE SOURCE JUSTIFICATION

The SBCCOG staff feels that their assistance on an as needed basis through the construction and start of the SBFN is essential. Additionally, staff feels that as we are midway through this project, it is extremely important to keep Magellan Advisors on contract and not go out for bid as their team understands the project - how we got here, our goals and objectives and the different perspectives of our cities.

RECOMMENDATION:

That the Steering Committee recommend that the SBCCOG Board approve a contract with Magellan Advisors for the time between July 1, 2019 and June 30, 2020 for 400 hours/month at their rate of \$210/hour for a cost not to exceed \$84,000 to be paid for from the Measure M MSP Subregional funds for this project.



South Bay Cities COG

Proposal for Broadband Consulting Services

Prepared For: Jacki Bacharach
Executive Director
South Bay Cities Council of Governments
20285 S. Western Ave #100
Torrance, CA 90501
jacki@southbaycities.org

Prepared By: Jory Wolf
VP of Digital Innovation
Magellan Advisors
O: 818.312.7768
E: Jwolf@magellan-advisors.com
www.magellan-advisors.com

About Magellan Advisors

Magellan provides leading wireless, broadband, Smart City, information technology and security consulting services to public and private organizations. We are a full spectrum planning and implementation firm that brings together technology, communications and utility consulting to create smart gigabit cities of tomorrow. Our professionals bring years of experience from the broadband, telecom, information technology and government sectors. We are thought leaders and real-world implementers of broadband and Smart City networks that keep communities competitive in the digital world.

Unlike most consulting firms, we partner with our clients every step of the way, whether they are deploying institutional fiber networks, developing broadband public-private partnerships or deploying Smart City networks. We are a “hands-on” firm with strong project management abilities and implementation skills to see our clients’ projects through from concept to completion.

We are only successful when our clients are successful. Our goal is to deliver practical broadband and technology solutions that our clients are capable of implementing in their communities. Through our services, over \$1 billion of new fiber investments have been made connecting more than 1,000 schools, hospitals, libraries and governments and passing nearly 1 million homes with fiber.

Our combination of unmatched broadband, telecom, business and operational experience creates actionable strategies that communities use to realize their broadband and Smart City objectives. We have led the planning, funding, construction and management of over 50 fiber-to-the-premise networks passing over 1 million homes and connecting more than 1,000 schools, hospitals, government offices and community organizations. Our work has resulted in over \$1 billion in new broadband investments nationwide. Magellan has helped more communities successfully plan, implement and manage gigabit broadband networks than any other firm in the market.

400

400 Utility &
Municipal Served

50+

50+ Fiber & Wireless
Networks Deployed

\$1B

\$1Billion of Broadband
Investments

1M

1 Million Fiber
Customers Connected

MAGELLAN ADVISORS

Portfolio of Services

BROADBAND FEASIBILITY STUDIES

Community Needs Assessments
Business Models & Financial Planning
Market Analysis & Current Environment
Design & Engineering
Network Analysis & Inventory
Opportunity, Risk & Benefit Analysis

BROADBAND DESIGN ENGINEERING

FTTH, FTTP, Metro & Long-Haul Fiber
Routing, Switching & MPLS
Fixed Wireless, Microwave & Wi-Fi
Internet, Voice & Video Integration
GPON Active Ethernet & WDM
BSS/OSS Network Management Systems

SMART CITY PLANNING

Asset Assessments
Smart City Solutions Needs Assessments
Strategic Smart City Planning
Vendor Selection
SCADA Consulting
IT Governance

NETWORK IMPLEMENTATION

Standards & Specifications
Sales & Marketing
Vendor Selection & Management

NETWORK IMPLEMENTATION (CONT.)

Construction Management & Inspections
Installation & Activations
Operations & Customer Service

PUBLIC POLICY & GOVERNANCE

Right-of-Way Management Ordinance
Dig Once & Joint Trench Policies
Wireless Ordinance & Guidelines
Telecommunications Master Funding
Fiber Ordinance & Guidelines
Internal & External Working Groups

BUSINESS MODELS & PARTNERSHIPS

Dark Fiber, Open Access, Triple Play
Partner Recruitment & RFQs
Feasibility Analysis of Business Models
Advocacy & Negotiation in Partnerships
Public-Private Partnership Development
Opportunity, Risk & Benefit Analysis

PROJECT MANAGEMENT

Procurement & Contract Negotiation
Construction Management
Network Commissioning & Certification
Content Acquisition & Agreements
Sales, Marketing & Business
Development
Business & Operations Management

Consulting Team

The bios below highlight the experience of the Magellan team proposed to complete work for South Bay Cities Council of Governments (“SBCCOG”).



Jory Wolf, VP of Digital Innovation

Jory joined Magellan after 22 years as CIO of the City of Santa Monica, CA where he launched Santa Monica City Wi-Fi, which provides free internet services to the public through a network of 32 hot zones and wireless coverage in most major commercial and transit corridors throughout the city. He created Santa Monica City Net, a 100-gigabit broadband initiative to support an environment for local businesses to compete in the global economy with cutting edge network solutions. Jory has over 35 years of experience in Information Technology, including broadband, FTTH and Smart City initiatives. Jory and his teams have received over 50 awards for information technology projects during his career and in 2012 he received the CIO Lifetime Achievement Award from the Los Angeles Business Journal.



Joe Carella: Sr. Broadband Consultant

Joe Carella has over 25 years’ experience in technology management, applications development, enterprise application integration, operations management, and consulting in the technology space, including the last seven years in fiber construction, broadband management, digital inclusion and smart cities planning for two metropolitan municipal governments. Prior to joining Magellan, he had roles as CIO at a financial services firm, as head of applications at a Wall Street broker / dealer, and developing strategic IT and organizational restructuring plans for a global biotechnology firm. He has successfully applied for over \$75 million in federal grants, including \$23 million in three Broadband Technology Opportunities Program (BTOP) grants, which fulfilled all program goals and closed successfully. Joe is a certified PMP, understands the E-Rate program, and graduated from NYU with majors in Mathematics and Computer Science, and minors in Economics and Philosophy.



Melanie Downing, Project Management Analyst

Melanie has a background in technical communication and has extensive experience coordinating, researching, and implementing projects across a variety of fields from defense contracts to small business plans. Prior to joining Magellan in 2018, she worked in healthcare management and consulting and was a graduate student at the University of Central studying technical communication in technology and public policy. In her current role as Project Management Analyst, she supports Magellan’s West Coast team, assisting more than twenty local governments across California, Oregon, and Washington with broadband initiatives. Melanie coordinates project-related data including the development and completion of scopes of work, timelines, milestones, deliverables, project tasking, and quality control, helping to ensure the success of our clients’ communities.

Scope of Services

Magellan Advisors proposes to provide consulting services on a time and materials basis to the South Bay Cities Council of Government (SBCCOG) to assist with the development of the South Bay Fiber Network, the initiative being led by American Dark Fiber (ADF) which includes HP Communications and Race Communications.)

Magellan services in this engagement will include two (2) primary tasks and associated sub-tasks described:

1. Providing technical IT assistance to the SBCCOG for contract execution between SBCCOG, Participating Cities and Public Agencies in the SBFN and ADF
 - a. Review contract documents including: Master Service Agreement for Participating SBFN Organizations and the SBCCOG agreement with ADF
 - b. Assess IT needs and/or designs Including: selection of internet access, and transport options, and ISPs

2. Assist SBCCOG in overseeing, the technical aspects of construction and connection management for the SBFN including:
 - a. Construction planning
 - b. Building scheduling
 - c. Budget tracking

Work on these tasks will proceed only at the direction of the SBCCOG.

Magellan's team will provide consulting services only; legal counsel, marketing, and outreach are outside of the scope of this contract and will be handled separately by SBCCOG.

Magellan services will be provided to the SBCCOG.

ADF Group will handle outreach, marketing and sales efforts to cities, agencies, under direction of SBCCOG. Magellan may advise SBCCOG.

Cost

Magellan Advisors' pricing for these services is a total of \$84,000. The contract term will run from July 1, 2019 to June 30, 2020. Labor costs are estimated based on forty (40) hours monthly; 5 for Mr. Wolf, 35 for Mr. Carella. Magellan standard rates for services are \$210 hourly.

Magellan will invoice SBCCOG monthly actual hours as incurred. Invoices are payable on net 30 terms from the date of invoice.

If additional services are required beyond the estimated hours, Magellan will bill on an hourly basis subject to prior SBCCOG approval or provide an additional quote for requested services.

Description	Total
Broadband Consulting Not-to-Exceed 400 hours @\$210/hr	\$84,000

Signature & Acceptance

Signature of this Proposal by Client warrants that all components of this Proposal are acceptable to SBCCOG and that the person(s) signing this Proposal has the right, power and authority to execute the Proposal.

Magellan Advisors, LLC
A Florida Limited Liability Company
999 18th Street, Suite 3000
Denver, CO 80202

South Bay Cities Council of Governments
20285 S. Western Ave #100
Torrance, CA 90501

Print Name: John Honker

Print Name:

Title: President & CEO

Title:

Signature:



Signature:

Date: August 6, 2019

Date: