



Information Technology

September 2, 2014

DTC Members:

In order to keep the Request for Information (RFI) process moving, City staff have devised a process to assist the Digital Technology Committee in working through the RFI pilot area selection process. The process will help the committee members to select the three pilot areas based on seven selection criteria. The selection criteria are:

Owner Name – The more individual/unique owners within an area will cause more coordination work for a vendor.

Property use – This field will help you to understand the types of dwellings within each area. The greater the number of units in each building will probably reduce the cost to provide service to that building. The fewer the number of buildings in an area will also reduce the overall cost to provide service to an area. The reasoning for this is that the fewer the buildings there are the fewer fiber connections or radio connections are needed.

Exterior Wall – This data may be useful if a vendor is proposing a wireless solution. Exterior walls that are brick, stone, stucco or metal siding, will be more difficult for radio signals to penetrate.

Risk Threshold Count – The maps illustrating these selection criteria were generated using several layers from the City's GIS database. The City contracted with the Capital Area Regional Planning Commission, which was initially used for the 2013 Fair Equity Housing Assessment. This report identifies risk thresholds by percentage of population throughout Madison. There are ten of these risk categories and the more categories that reach a risk threshold the higher the chance that the neighborhood will be at risk and need assistance by the City. No areas of the city exceeded eight risk thresholds, so the **Risk Threshold Maps** are color-coded 1-8 indicating how many risk thresholds were exceeded in each area. There is a key included in the map to guide you.

Geographical Area of City – Committee members may wish to consider whether the pilot areas should be spread throughout the city or located in one or two geographic areas of the city.

Distance from MUFN – Close proximity to MUFN backbone fiber may reduce installation costs. Since this is a pilot, it may be informative to select areas with differing distance to MUFN fiber.

Geographically Discrete – Areas that are split and separated into discrete areas within an area may be more costly to install. Since this is a pilot, it may be informative to select both discrete and non-discrete areas.

Please find attached a spreadsheet and twelve maps. (Please note that the Brentwood/Northport corridor Neighborhood Resource area is made up of the Woodland Apts.,

Decision Making Chart

Decision to be Made / Decision Making Process	Criteria	Geographical Areas	Pros (expected benefits)	Cons (drawbacks, obstacles, etc.)	Voting (in the meeting)
Determine which 3 geographical areas to <i>pilot</i>	Number of Owners	Allied			
	Type/Size of Dwelling Unit	Badger Road – Cypress			
		Balsam – Russett			
Criteria for evaluation and options provided	Type of Exterior Wall	Brentwood – Woodland-Woodland Park			
	Geographical Area of City	Darbo – Worthington			
Members will individually complete the shaded columns in the template (pros and cons) using provided data prior to the meeting	Distance from MUFN	Hammersley – Theresa			
		Kennedy			
		Leopold			
	Geographically Discrete	Owl Creek			
	Risk Threshold Count	Park Edge – Park Ridge			

Woodland Park Apts., and Brentwood). These documents will provide you with the data needed to select three pilot areas to be included with the Request for Information document. **We ask that you review these documents prior to the next DTC meeting and be prepared to use this data to select three pilot areas that will be included in the RFI document.** The spreadsheet document contains two sheets: one is labeled "NRT_RFI_DATA" and the other sheet is labeled "Subtotals". The NRT_RFI_DATA sheet contains detailed information about every building within a specific area and is sorted by area. The "subtotals" sheet provides totals for the number of unique owners and number of buildings in each area by building type.

Please use the data in the maps and spreadsheet to complete the attached Decision Making Chart PRIOR to the DTC meeting. At the meeting we will use the following process to select the three pilot areas.

- Prior to meeting, committee members individually review data and identify pros and cons for each geographical area in relationship to the established criteria.
- At the meeting all pros and cons for each geographical area will be listed and discussed (if necessary).
- Each member will then be given an allotment of dots which they can affix the various geographical area maps (we will hang these on the meeting room wall).

Ground rules for the selection process.

- Every committee member has 5 votes (dots) each.
- Each committee member MUST use their 5 votes.
- A committee member may give a maximum of 3 votes to any ONE item to stress his/her preference.
- The member may otherwise choose to distribute his/her votes across five geographical areas.

I've asked Guy Van Rensselaer, Process Improvement Specialist, to attend the meeting to assist and facilitate. If you have any questions regarding the documents prior to the meeting, please contact me at pkronberger@cityofmadison.com or Rich Beadles at Rbeadles@cityofmadison.com. Thank you.

Respectfully,



Paul Kronberger

Attachments:

Decision Making Chart
Risk Threshold Maps
NRT RFI Data Spreadsheet