

PARTNERSHIP FOR A CONNECTED ILLINOIS
REQUEST FOR PROPOSALS

TITLE: Technical Assistance for Broadband Planning and Adoption

CONTRACTING ENTITY: Partnership for a Connected Illinois

ISSUE DATE: July 15, 2011

ADDENDUM DATE: August 12, 2011

ISSUING ENTITY: Partnership for a Connected Illinois

The following sections are revised:

Sealing Proposals subject to the conditions made a part hereof will be received until **5:00 p.m. Friday, August 26, 2011** for furnishing services described herein.

(1) Timeline for response to the RFP

- RFP released by July 15, 2011
- Written questions due by August 11, 2011 for posting on August 12, 2011 (additional questions offered will be posted as received)
- Proposal submission due by August 26, 2011
- Proposal evaluation September 14, 2011
- Finalist notified by September 21, 2011
- Contract in place by October 1, 2011

(2) High-level summary of the importance of Section III, Subsection A

The purpose of this RFP and any resulting contract award is to solicit proposals for benchmarking uses of broadband, its benefits, the drivers for greater uptake of broadband services, as well as the barriers to broadband uptake. The primary focus of this effort will be to evaluate broadband adoption and use trends throughout the State of Illinois. In doing so, we are focused on households, businesses and community anchor institutions. As a result, PCI is principally focused on Subsection A of Section III: Technical Specifications/Work Statement.

(3) The importance of working with PCI partner entities

The Vendor will work with PCI's university research partners in collecting and using local data as part of the State-wide demand survey process. This will involve adding local, regional, or industry specific questions to surveys for local issues relating to PCI research partner projects.

(4) Revisions to the text of the RFP

The text of Section III, Subsection A is revised to read as follows:

A. Determine the current state (baseline inventory) of broadband use and adoption trends within the State of Illinois, with particular attention to the State's 102 counties and eTeam regions. This task will focus on regional level research based analytics and trends to leverage the benefits of high-speed internet connectivity for promoting, identifying, and assessing the economic and social impacts of the technology on community anchor institutions (CAIs), businesses, and households.

Information on such usage will be collected from these groups using online tools or other research methods approved by the PCI. Identification of barriers and gaps to broadband utilization, with particular focus on program for broadband use should be provided. Data collection that is primarily from broadband users should provide the ability to analyze the uses and benefits of broadband and to develop a set of programs to further enhance adoption and use.

PCI seeks the following:

Survey of households: Vendor will be expected to conduct a statewide survey of households that explores which households use broadband in Illinois (and the uses for which respondents use broadband), who doesn't use broadband (and why they don't). The survey also should ask respondents about their attitudes about broadband (e.g., do they think it is important to economic growth?, do they have worries about privacy of personal information online?). The sample should be representative of Illinois' population and should be of sufficient size to draw statistical inferences about population segments of interest (e.g., African Americans, Hispanics, senior citizens).

Survey of businesses: Vendor will conduct a survey of businesses that explores what kind of internet connectivity businesses have (e.g., network speeds and technologies), business' uses of broadband, and attitudes toward broadband (e.g., is it key for operations, how critical for strategic purposes, future challenges they face with respect to broadband). Working with PCI, the vendor will develop a sample that is sufficiently representative of Illinois' regions and economic structure.

Survey of community anchor institutions (CAIs): Vendor will conduct a survey of CAIs in Illinois, exploring the nature of their broadband connectivity (network speeds, what they use broadband for, challenges/constraints they face).

Expected Results:

Results of this analysis should define broadband utilization benchmarks and a comparative analysis index that PCI and the State could use for future years in benchmarking broadband awareness and utilization for expanding broadband adoption and access.

Results of proposed surveys and primary research should provide a context for program development that will further push broadband adoption and use across Illinois' communities, institutions and businesses.

Data Collection:

Collection of data will be state-wide. Data will provide information on business, household, and CAI use of broadband across Illinois, as well as local government use of ICT (Information and Communication Technologies) programs to reach citizens of the state. Information collected will include perceptions and behaviors and trends of technology use and barriers to adoption.

Particular attention will be paid to achieving high response rates to surveys, which is especially important for the CAI sector with goals of reaching a very high response rate for this targeted group. Communication materials to press, and local stakeholder groups must be developed.

Vendor will define the process they will use for the project. All results of the surveys will be compiled by the vendor and data will be designed to fit into the database being developed by PCI. The analysis of results from the project will be prepared for presentation to PCI and in a format readable by the citizens of Illinois.

Presentation of Data collected in a technical report:

Data must be geo-coded at the census block level of analysis for broadband utilization, with comparative analysis indices to identify areas where capabilities of broadband utilization are not used and how they differ potentially across regions, industry sectors or CAIs.

Vendor will provide strategic recommendations that focus on obtaining value for stakeholder institutions and prepare a communications presentation for stakeholders. The Report will include an executive summary, introduction that outlines the purpose and context of the project study, methodologies used, research findings, gap analysis and an appendix of research sources, and other details. The Report will identify strategic options and associated benefits/impacts and costs for broadband adoption and utilization programs.

(5) Time Frame for the baseline inventory survey:

Upon execution of a contract with the vendor, PCI envisions the receipt of a data set of top-line results of the surveys in less than six months from the issuance of any contract.