
Service Saskatoon – Free Public WiFi Service

Recommendation

That the report of the General Manager, Corporate Performance Department dated December 7, 2015 be forwarded to City Council for information.

Topic and Purpose

This report provides information on the procurement process, and the business partner selected to provide citizens, visitors and businesses with free public WiFi service at a number of City-owned facilities.

Report Highlights

1. A Request for an Expression of Interest and a Request for Proposal were issued for providing free public WiFi service in City of Saskatoon customer-serving facilities.
2. Shaw Communications has been awarded the agreement and will provide free WiFi at no cost to the City in transit terminals, recreation and sport facilities, libraries and City Hall.

This report supports the Strategic Goal of Continuous Improvement, with a focus on leveraging technology and emerging trends to reach our goals, serve citizens and connect meaningfully with our stakeholders. The report also supports the Strategic Plan 4-Year priority item, pursuing opportunities to “modernize” civic government to reflect best practices, and changing demands.

Background

Service Saskatoon is the overall strategy for the City to provide responsive and reliable service to the citizens of Saskatoon. Service Saskatoon has four components:

1. Citizen Centred Service – base the City’s services on citizens’ needs rather than organizational requirements or structure.
2. Service Delivered by People Committed to Service Excellence – Service Saskatoon has skilled people who are able to deliver services to the community in an empathetic, knowledgeable, professional and consistent manner.
3. Engage Citizens – Engage citizens in policy and program development to improve service outcomes.
4. Personalized Access – Citizens will have one-stop, personalized access of their choice: phone (including mobile devices), internet or in person.

The Service Saskatoon Free Public WiFi initiative assists in providing personalized access to the internet.

Report

Service Saskatoon

Service Saskatoon is all about working together to provide great citizen experiences. We focus on helping every citizen achieve their goals when interacting with us and

make it easy to get things done and use technology to provide excellent service to build the trust and confidence of citizens.

This free WiFi project will help us leverage technology and emerging trends to reach our goal to provide great citizen experiences by providing access to the internet.

Cities have long desired full WiFi coverage for citizens and visitors, but the return on investment and budgets made the expenditure impractical for most cities.

The internet has become part of everyday life, and access to free public WiFi is becoming a new benchmark for modern cities. Access to free WiFi also helps to ensure that sectors of our community that may be challenged to keep pace with rapidly changing technology are provided an opportunity to participate.

Procurement Process

A WiFi Evaluation Committee was established in August 2015 and included representation from Communications and Marketing, Information Technology, Recreation & Sport, Facilities & Fleet Management, and Saskatoon Police. The procurement process included two major steps with the following summarizing the results:

a) Request for Expression of Interest

The Free Public WiFi Expression of Interest #15-0597 sought to identify qualified partners who were interested in entering into an agreement with the City to provide free public WiFi service to citizens and visitors at a variety of civic facilities.

The EOI specified a list of 41 building and the Saskatoon Transit hubs.

A key aspect of the project was that any partner would make sure that the free public WiFi service was available to all members of the public.

b) Request for Proposals #15-086

Both Shaw Communications and SaskTel submitted expressions of interest for the project, and both were invited to submit detailed proposals.

Based on the overall evaluation, Shaw Communications was chosen as the pre-qualified service provider and selected for a Master Agreement with the City for providing free public WiFi. Attachment 1 provides an outline of the proposed locations and implementation dates provided by Shaw Communications. These will be finalized as part of the Master Agreement.

The submission from Shaw Communications provided best overall value to the City, access to all members of the public, and implementation at all recommended locations.

To date, Shaw Communications has agreements with more than 90 municipalities across Canada to provide the Shaw Go WiFi service in civic locations.

Business Terms in the Agreement

The following are the key business terms for the agreement between the City of Saskatoon and Shaw:

- The term of the Agreement shall be for ten years with an opportunity to renew the agreement for a series of five-year terms, subject to the parties' agreement to the terms of any such renewal.
- The City shall neither pay any fee for this service nor receive any revenue.
- The service shall be provided at no cost to the City or to any user of the WiFi; however, to sign on to the WiFi guests must provide an email address that will then receive occasional pushed emails from Shaw. It will be possible for a user to unsubscribe from these emails at any time.
- The City shall not have an opportunity to vet the emails that are pushed by Shaw to all users of the free WiFi service.
- Shaw shall be solely responsible for any equipment required and all costs of installing the same in or on City facilities, further, Shaw shall be solely responsible for the maintenance of the WiFi system and all of its component parts.
- The City and Shaw, working cooperatively, shall identify the sites for any installation of equipment and the timeline for the completion of the project.
- If the system requirements change over the term of this Agreement, Shaw shall be solely responsible for any upgrades or updates to the system.
- The service to be provided through this free public WiFi system shall be of sufficient capacity and durability and speed to meet the ordinary requirements that are expected, and the City shall have the opportunity to terminate the Agreement if the system consistently fails to meet the reasonable expectations of our users.
- Shaw Business has agreed to enter into a non-exclusive agreement. They would be willing to work with other partners who may come forward in the future who are willing to provide free public WiFi access to citizens.

Public and/or Stakeholder Involvement

This initiative responds to the public desire to have free WiFi access at civic facilities. No additional public or stakeholder involvement is required.

Communication Plan

The communication plan for this project will include the following activities:

- Information on www.saskatoon.ca, Social media posts, and media releases;
- facility posters and signage outlining the program and Shaw end-user support contact information; and
- media interviews on morning news programs.

When signing up for Guest Access on the Shaw Go WiFi network, users agree to be sent occasional Shaw product communications and surveys. The user can unsubscribe from receiving marketing materials at any time by deleting their Shaw Go WiFi account. Shaw marketing department employs a sophisticated tracking system on outbound communications that ensures the volume and frequency is not excessive.

Financial Implications

There is no cost to the City of Saskatoon to implement this project. All related costs will be covered by Shaw Communications.

Other Considerations/Implications

There are no other options, policy, environmental, Privacy, or CPTED implications or considerations.

Due Date for Follow-up and/or Project Completion

An internal implementation team will be established in January 2016. An initial launch meeting will be planned for January or February 2016 with Shaw's Project Manager and Regional WiFi Construction Manager. A detailed 2016 implementation schedule will be completed at that meeting.

Public Notice

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Attachment

1. Shaw locations and implementation schedule

Report Approval

Written by: Rob Gilhuly, Project Manager
Reviewed by: Carla Blumers, Director of Communications
Approved by: Catherine Gryba, General Manager, Corporate Performance
Department

Proposed Locations & Installation Schedule

* Subject to finalizing Master Service Agreement

Shaw Business can service each location proposed by the City of Saskatoon. Please refer to the chart below for details:

Leisure Centres

Cosmo Civic Centre	3130 Laurier Drive	Immediate implementation
Harry Bailey Aquatic Centre	1110 Idylwyld Drive	Immediate implementation
Lakewood Civic Centre	1635 McKercher Drive	90-180 day implementation
Lawson Civic Centre	225 Primrose Drive	Immediate implementation
Saskatoon Field House	2020 College Drive	90-180 day implementation
Saskatoon Zoo & Forestry Farm Park	1903 Forest Drive	90-180 day implementation

Golf Courses

Holiday Park	1630 Avenue	Immediate implementation
Silverwood	Wanuskewin Road	90-180 day implementation
Wildwood	8 th Street East	90-180 day implementation

Arenas

ACT Arena	107-105 th Street	Immediate implementation
Archibald Arena	1410 Windsor Street	90-180 day implementation
Lions Arena	2205 McEown Avenue	90-180 day implementation
Kinsmen Arena	1405 Avenue P South	Immediate implementation
Gordon Howe Campground	1640 Avenue P South	90-180 day implementation
Gordon Howe Complex		
PotashCorp Playland at Kinsmen Park		

Outdoor Pools (Summer Months)

George Ward Pool	1915 5 th Street East	90-180 day implementation
Lathey Pool	815 Taylor Street	90-180 day implementation
Mayfair Pool	1025 Avenue F North	90-180 day implementation
Riversdale Pool	822 Avenue H South	90-180 day implementation

Libraries

Frances Morrison Central Library	311-23 rd Street East	Immediate implementation
Alice Turner Branch	110 Nelson Road	Immediate implementation
Carlyle King Branch Library	3130 Laurier Drive	Immediate implementation
Cliff Wright Branch Library	1635 McKercher Drive	Immediate implementation
J.S. Wood Branch Library	1801 Lansdowne Avenue	Immediate implementation
The Library on 20 th Street	100-219 Avenue K South	Immediate implementation
Mayfair Branch Library	602-33 rd Street West	Immediate implementation
Rusty Macdonald Branch Library	225 Primrose Drive	Immediate implementation

Saskatoon City Hall

City Hall	222 3 rd Avenue North	Immediate implementation
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Saskatoon Transit Terminals

Centre Mall Transit Hub	Acadia Drive	90-180 day implementation
City Centre/Downtown Transit Hub	23 rd Street	Immediate implementation
Confederation Transit Hub	Confederation Mall	90-180 day implementation
Lawson Transit Hub	The Mall at Lawson Heights	90-180 day implementation
Market Mall Transit Hub	Market Mall	90-180 day implementation
University/Place Riel Transit Hub	Campus Drive	90-180 day implementation

Saskatoon Police Service

Police Headquarters	76 25 th Street East	Immediate implementation
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