

Origin

- In February, 2014 Regional Council endorsed the Public Realm Improvement Project List
 - Free public Wi-Fi in the urban core was a candidate project identified
- The “Downtown...I’m In” engagement identified public Wi-Fi as a key component of downtown vitality
- In the spring of 2014, staff was asked to begin investigating the viability of such a service in Halifax

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The Vision

Economic

- Areas with Public Wi-Fi are more attractive to developers, businesses and shoppers
- It provides a platform to create value added experiences for visitors, students, residents and local business

Social

- 99% of NS homes have access to residential high speed internet but only 73% subscribe (below the national average)
- The internet is fully pervasive in our daily lives
- Public Wi-Fi helps close the digital divide

Smart City

- It establishes citizen facing 'digital infrastructure'
- It may provide cost effective connectivity for 'next gen' city services (i.e. Parking, Public Safety)



The Technology

- Service will be built on existing large fibre based infrastructure.
- Dedicated fibre circuits to all access points
- All fibre connections route back to a 5.7 Gb Internet connection at the vendor's core
- Bell has recommended Cisco Meraki access points to provide this service. The MR72 model, rated for outdoor use in high density areas such as transportation terminals and public spaces
- Network Operations Center (NOC) will monitor all network devices in real time 24/7

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Service Overview - Recommendation

- HRM is procuring a fully managed service from Bell Aliant
- Bell Aliant will own the assets associated with delivering the Public Wi-Fi service
- Bell Aliant will own the data collected through the course of delivery of Services and are restricted from using the data for Marketing purposes
- HRM monthly reporting will only include aggregate usage and analytics
- User Terms and Conditions at Registration will be clear to the user that Bell Aliant is collecting personal information
- All infrastructure is owned by Bell Aliant including Fibre

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Service Area

- Public WIFI is best served in high track pedestrian areas.
- The libraries were chosen as a high traffic area and to ensure staff are focused on supporting the business of the library and not supporting customers technical issues with public WIFI.
- The Waterfronts and Grande Parade were selected as major events sites with high volumes of patrons.
- As a visitor or citizen moves from Grande Parade to the Halifax Waterfront or a library within the timeframe of their connection they will be immediately connected to the Public WIFI in the area newly entered service area for a seamless experience.
- In the future if the service is broadened the experience is further expanded with each new access site added.
- There will be ability to work with other local stakeholders offering service through Bell Aliant to create a seamless experience as the visitor or citizen is connected from one network to another.

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Service Area Map



- Grande Parade, Waterfronts, and 3 Libraries were selected as initial sites to come online to support Canada 150 and Tall Ships and Council's social commitment to closing the digital divide providing means to succeed in knowledge economy.

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Benefits - Recommendation

- HRM is purchasing an End to End Service with;
 - 24/7 Network Operations Support
 - 24/7 End user support
 - Predictable spend
 - Reliable service
 - Staff can focus on core business instead of service support for the Public Wi-Fi
- Provides digital equality for all users
- Wi-Fi services can be directed to cover outside public sites
- At Waterfronts the service will provide continual and quality coverage
- Can be easily extended to locations with an analysis.
- HRM owns the landing page with full design rights and can develop the look and feel for the location through professional service with Bell Aliant.

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Expansion of Service

- HRM can request additional Service Sites via an amendment to the Services Agreement
 - Utilizing the same pricing structure
 - Requires an assessment for each proposed site to understand scope and potential financial implications

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Cost Breakdown

Start up One Time Charge (OTC)	\$373,091
Monthly Recurring Charges Service, 24/7 infrastructure monitoring 24/7 end user support	\$37,643
Total Annual Operating Cost	\$451,715
5 year life cycle cost	\$2,631,655

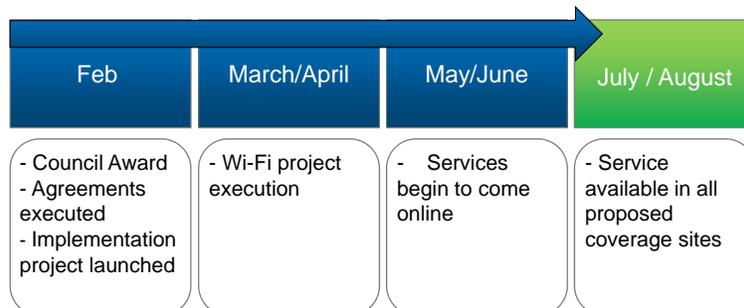
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Revenue Generation

- Revenue generation model was removed from the RFP scope to allow;
 - HRM to review present and future projects to align potential revenue generation opportunities
 - Solicit a revenue management partner
 - HRM to review and assign accountability for management and ownership of revenue generation

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Proposed Timeline 2017



Implications of Approval Delay

- Revisit procurement process if award is delayed or if the scope is altered.
- Will not meet target dates for 2017 summer tourism events, e.g. Canada 150, Tall Ships.

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