



**VILLAGE OF SISTER BAY**  
**Broadband Project**

**Village of Sister Bay, Door County, WI**  
**Request for Proposals (RFP) for a**  
**Private Provider(s) to Deploy, Operate, and Maintain**  
**Underground Fiber Optic/High-Speed Broadband**

Issued:

February 17, 2023

## Summary Page:

**Project Location:** Village of Sister Bay, Door County, Wisconsin.

**Response Due Date and Time: By 4:00 PM CST – Monday, March 27, 2023**

This Request for Proposals (RFP) is an official notification of needed professional services. This RFP is being issued to solicit a response and other documents from Internet Service Providers qualified to deploy, operate, and maintain a broadband internet network ensuring that premises in the Village of Sister Bay are served by high-speed broadband. Submittal does not guarantee that the Applicant will be contracted to perform any services but only serves notice that the Applicant desires to be considered. The Village of Sister Bay is not responsible for any costs incurred by the Applicant for the preparation of any materials required for responding to this RFP.

**Contact for Questions:** Julie A. Schmelzer  
Village Administrator  
Email Questions to: [julie.schmelzer@sisterbaywi.gov](mailto:julie.schmelzer@sisterbaywi.gov)  
(Phone inquiries will not be addressed)

### **Submittal requirements:**

RFP Response (required content and instructions follow) in digital format. Submit the electronic response to the contact above. The applicant is advised to request confirmation their proposal was received.

### **Selection Procedures:**

Applicants will be selected for work items further described herein, based on the evaluation of the previous RFI response and the RFP response and other required documents as submitted. Analysis and scoring of responses shall be based on the major criteria identified in Section 6 of the RFP. The Village of Sister Bay is not required to make an award.

The RFP is particularly interested in the Applicants' ability to meet the funding eligibility requirements set forth in the American Rescue Plan Act of 2021 (ARPA), [31 CFR Part 35 RIN 1505-AC77] Coronavirus State and Local Fiscal Recovery Funds AGENCY: Department of the Treasury Final Rule, which amends Title VI of the Social Security Act (42 U.S.C. 801 et seq.) or similar federal or state broadband grant programs.

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## 1. Introduction

This RFP reflects the commitment of the Village of Sister Bay to ensure high-speed broadband is available to all residents and businesses in the Village of Sister Bay (hereinafter primarily referred to as the “Village”). The successful Internet Service Provider(s) or other organization(s) responding to this RFP (hereinafter referred to as “Applicant”) will be expected to deploy a network that meets the minimum eligibility requirements set forth in the American Rescue Plan Act of 2021 (ARPA) Final Rule, or other eligibility requirements required for federal grant programs or grant programs administered by the Wisconsin Public Service Commission. Successful applicants will demonstrate a clear and achievable plan to deliver high-speed, reliable, and affordable fiber to the premises (FTTP) broadband communications services throughout the entire Village, paying particular attention to any underserved/unserved areas.

The Village will likely need to rely on grants and assessments to fund the project. Through this RFP, the Village seeks proposals from Applicants to design, build, operate, and maintain assets to provide broadband internet service throughout the Village, but to also apply for grants and advise the Village on how to fund the project.

The Village understands the karst features makes providing buried fiber to 100% of the address points in the Village a challenge, and they seek proposals that can assure their goals are met, and if they can’t provide buried fiber to 100% of the address points, why, and how will they be served.

The inability of an Applicant’s proposal to meet the technical requirements and speeds of this RFP is not an automatic means of disqualification. The Applicant shall clearly and thoroughly define any proposed solutions or technical alternatives which may not meet the eligibility requirements of the ARPA Final Rule, or other relevant state or federal broadband grant requirements due to constraints with geography, topography, or excessive costs, but will expand high-speed internet to underserved/unserved premises and other areas of the Village.

Bidders should note that any and all work intended to be subcontracted as part of this submittal must be accompanied by the same background materials and references for the subcontractor as that for the lead contractor (these are outlined in Section 7.0).

## 2. Project Overview, Purpose and Objectives

The following are the Village’s requirements and goals under this RFP.

**2.1 Provide FTTP High-Speed Service to All Premises** The Village seeks to make available FTTP high-speed broadband service to all premises in the Village, primarily to underserved or unserved households and businesses (defined as those that are not currently served by a wireline connection that reliably delivers at least 25 Mbps download speed and 3 Mbps upload speed). In addition, the Village is seeking proposals to extend FTTP high-speed broadband to public parks and facilities, and, premises that may be considered served.

The FTTP high-speed broadband services shall specifically provide a service designed to reliably provide a symmetrical speed of 100 Mbps download and 100 Mbps upload; or in cases where the symmetrical 100/100 Mbps service is not practicable, provide a service designed to reliably meet or exceed 100 Mbps download and at least 20 Mbps upload speeds, and be scalable to a minimum of 100 Mbps download and 100 Mbps upload, per ARPA Final Rule, 31 C.F.R § 35.6, RIN 1505-AC77, 87 Fed. Reg. 4448, 4452. These speeds are interpreted to be minimum speeds and preference is given to

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applicants that provide higher speeds.

The Village does not intend to directly provide broadband service themselves or own the network infrastructure.

If the Applicant is currently providing service or networking infrastructure, services, or other related communications infrastructure in some areas of the Village, the Applicant shall disclose the approximate location of the assets, and provide similar pricing and service tiers for data services of assets in the newly served areas.

This request for proposals does not constitute a contract for services performed or to be performed.

## 2.2 RFP Schedule and Publication

The Village intends the project be deployed in a continuous fashion commencing immediately upon contract execution. The RFP Schedule is as follows:

|   |   |
|---|---|
| <b>RFP Posting Date:</b>                            | <b>Friday, February 17, 2022</b>              |
| <b>Written Questions Due:</b>                       | <b>4:00 PM CST, Monday, February 27, 2023</b> |
| <b>Written Answers Delivered:</b>                   | <b>4:00 PM CST, Thursday, March 2, 2023</b>   |
| <b>RFP Response Due Date:</b>                       | <b>4:00 PM CST, Monday, March 27, 2023</b>    |
| <b>RFP Public Review,<br/>Analysis and Scoring:</b> | <b>Monday, April 3, 2023 PPS Meeting</b>      |
| <b>Village Board Action:</b>                        | <b>6:00 PM CST, Tuesday, April 18, 2023</b>   |
| <b>Notice of Award:</b>                             | <b>By 4:00 PM CST, Monday, April 24, 2023</b> |

## 2.3 RFP Submittal process

RFP responses must be complete and submitted using the formats, processes, and timelines outlined in this RFP. Final RFP submittal information documents will only be accepted in an electronic document format (PDF preferred) delivered via e-mail. Electronic documents should be well organized and presented as this will be part of the scoring for completeness of the RFP. All communication related to the RFP must contain in the subject line of the e-mail the following identifier:

*“Sister Bay Broadband Project - RFP Response”*

Responses received after the specified due date and time shall result in disqualification of the Applicant's RFP submittal and will not be accepted.

All proposals submitted become the property of the Village of Sister Bay.

Facsimile, printed, or telephoned proposals will not be considered. Applicants are responsible for confirming delivery of e-mails.

## 2.4 RFP Informative Web-Session

An informational virtual conference will not be available for this project.

## 2.5 RFP Question and Answer Process

Written questions are the sole responsibility of the Applicant regarding any inquiry about requirements of this RFP that are not fully understood.

RFP Applicants must submit any technical or procedural questions related to the RFP in writing via e-mail to the following e-mail address: [julie.schmelzer@sisterbaywi.gov](mailto:julie.schmelzer@sisterbaywi.gov).

All questions related to the RFP must contain in the subject line of the e-mail the following identifier:

*“Sister Bay Broadband Project – Questions”*

All questions must be submitted by the Written Questions Due date specified in 2.2.

The Village reserves the right to directly contact Applicants (via e-mail) to clarify questions received.

All submitted questions will receive a written response with the resulting written communications containing questions and answers forwarded to all organizations receiving the original RFP. All question responses will be distributed by the Written Answers Delivered date specified in 2.2.

## 2.6 Village of Sister Bay Financial Contribution

The Village cannot provide a financial contribution to the project and assumes they will need to assess residents via their property tax bills. Ideally, they'd like a grant(s) to offset the cost and are looking for an Applicant that can apply for grants on behalf of the Village, and, work with the Village on creative funding solutions.

All deployment, maintenance, and operational costs, including customer acquisition and customer service, will be the responsibility of the Applicant.

Any awards and/or contracts resulting from this RFP will be subject to funding.

## 2.7 General RFP Requirements, Considerations, and Anticipated Contract Terms

The Village, at its option, may make a single award for this RFP. By submission of a proposal, each Applicant offers or acknowledges the right of the Village to make the award, which is in the Village's best interests.

There is no guarantee a contract will successfully be awarded related to a winning Applicant's response.

The Village reserves the right to cancel this RFP at any time.

The Village is not required to accept the lowest cost proposal.

The Village reserves the right to reject any proposal if the evidence submitted by, or investigation of, such Applicant fails to satisfy the Village that such Applicant is properly qualified to carry out the obligations of the contract and to complete the work contemplated therein.

The Village reserves the right to accept any proposal, to reject any or all proposals, to reissue a request for proposals, to waive irregularities and/or informalities in any proposal, and to make the award in any manner deemed in the best interests of the Village.

The Village may make such investigation as deemed necessary to determine the ability of the Applicant to perform the work, and the Applicant shall furnish to the Village all such information by the date specified by the Village.

The Village may conduct such investigations as it deems necessary or appropriate to assist in the evaluation of any RFP response and to establish the responsibility, qualifications, and financial ability of the Applicant, their proposed subcontractors, and other persons or organizations submitted within an Applicant's response to do the work to the Village's satisfaction within the prescribed time.

The submission of an RFP response will constitute representation by the Applicant that it understands



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and has complied with the requirements of the RFP. Submission of a response indicates the RFP information provided was sufficient in scope and detail to convey understanding of anticipated terms and conditions for performance of the work.

The information contained in proposals submitted for consideration by the Village will be held in confidence only to the extent allowable by law. The Village will honor specific requests for confidentiality for information of a proprietary nature only to the extent allowed by law if clearly marked by Applicant as “Proprietary” or “Confidential.”

All proposals become public documents and are subject to public review (upon request and as allowed by law). “Proprietary” or “Confidential” items should be noted and will not be eligible for public review to the extent allowed by law. During the RFP process itself, and until a contract is awarded or this process is canceled, all information and documents received by the Village shall not be publicly disclosed except upon mutual consent of the parties or the Village is obligated to disclose documents pursuant to Wisconsin Public Records law.

RFP Applicants assume all costs of preparation of the proposal. RFP responses become the property of the Village.

In submitting an RFP response, the Applicant is not required to submit a bid bond, certified check, or other evidence of financial responsibility.

The Village is exempt from State, Federal, and Local taxes. The Village will not be responsible for any taxes levied on the Applicant as a result of a contract resulting from this RFP.

If chosen for contract negotiation, the selected Applicant candidate must provide a description of all liability and property insurances that would be in place relative to the contract as outlined in this RFP.

The Applicant will be expected to execute a contract within 60 days of the Notice of Award, whereby they have been selected by the Village as an awarded candidate. The Village reserves the right to select other candidates if a contract is not executed within the 60-day timeline.

### 3. Service Areas

Based on survey feedback from the Door County Broadband Infrastructure Engineering Assessment Report, November 5, 2021 (aka Finley Report), it's estimated that perhaps only slightly more than half of the county residents can buy a broadband product that can deliver 25/3 Mbps.

A Fall 2022 survey indicated that, as of December 31, 2022, 136 Village residents responded to a speed test survey. That survey showed 33 had no service; 27 had speeds below 25; 30 with speeds 25.1 to 100, 46 over 100. So, in the Village, there is a varied mix of areas still without service or poor speeds, but some areas are doing well with their speed. About 68% reported a ‘good’ connection.

It is expected the Applicant will have access to local, state and federal data that shows address-level data reflective of true service. Applicants are encouraged to provide response information engineered to the highest level of detail possible for an RFP of this nature.

## 4. Project Requirements

The following section is intended to describe the network and product requirements associated with the Village of Sister Bay Broadband Project.

### 4.1 Technical Requirements

Applicants' proposed solutions should meet the following technical performance requirements:

- Preference for Fiber To The Premises (FTTP) Solutions
- System designed to 99.9% uptime.
- Network backhaul capacity per base station site must be 1 Gigabit per second (Gbps) minimum, but capable of scaling to accommodate the maximum customer capacity as designed. Total Internet peering capacity must accommodate the aggregate backhaul bandwidth of all base stations and be scalable if implementing a hub-and-spoke design.
- Applicant is encouraged to demonstrate scalability and “future-proofing” aspects of their network design to enable download speeds by residents of at least 1 Gbps or more.
- All products proposed shall not contain monthly data caps or bandwidth/speed reduction due to metered usage.
- If Applicant has a technology or solution which does not meet the speed eligibility requirements of ARPA Final Rule, but the technology or solution will reliably serve unserved/underserved premises with high-speed internet, the proposed should reflect this. The Final Rule outlines a minimum of 100 Mbps Up /100 Mbps Down, but may allow 100 Mbps Up / 20-100 Mbps Down initially and scalable to reach the symmetrical requirement of 100/100 Mbps. Applicant is encouraged to submit a proposal which clearly identifies levels of services obtainable and the anticipated number of premises able to be served.

### 4.2 Open Access Requirements

The Village seeks the public to have open access at all Village parks and Village owned buildings.

### 4.3 Network Construction Standards

Applicants should expect that upon successful completion of a negotiated contract for deployment of a broadband network, and commencement of work by the selected Applicant, the Village will provide inspection oversight to ensure compliance with design and deployment standards per the negotiated contract.

The selected Applicant will fully engineer and permit the project prior to the commencement of construction as a function of the negotiated contract.

Deployment of all fiber shall be buried, per Village codes, and all fiber-related infrastructure must comply with all National Electrical Contractors Association (NECA) codes and laws at the local, state, federal, and private land levels as they pertain to fiber optic installations. If the Applicant is unable to meet these requirements, the RFP shall explain why or why not and what work will be done to mitigate these requirements.

The selected Applicant will be expected to have all routes surveyed by a licensed surveyor as well as provide the Village with GIS/CAD mapping showing the locations of all facilities deployed and service areas of engineered coverage design(s). The Village has available certain GIS layers that may prove useful to the applicant, which can be supplied by the Door County Land Use Services Department.

However, Applicant shall note that GIS layers for parcel lines, public easements, and right of ways do not suffice as a survey of public routes.

Other construction requirements that are the responsibility of the Applicant include:

- Provide the Village with periodic reports of daily/weekly activities and progression towards milestones, such reports to include information as negotiated in the contract.
- Work with all appropriate agencies to obtain all required right of way approvals.
- Obtain all required permits and private easement approvals.
- Coordinate project deployment with all utilities.
- Obtain any necessary contractor licensing issued by the relevant government entities.
- Provide on-site construction inspections to ensure design.
- Coordinate and resolve third party or private claims.
- Repair any and all damages to private and public property.
- At all times, maintain an adequate staff of experienced and qualified employees for efficient performance.
- At all times, furnish or perform any services in a safe, proper, and workmanlike, manner.
- Ensure no, or at least minimal, trees are removed as a result of the project. Tree cutting will be strictly regulated.

#### 4.4 Network Equipment, Design and Technical Specifications

The Applicant must provide network architecture documentation. These should include:

- Fiber/circuit utilization
- Equipment to be used
- Active equipment locations
- Logical equipment designs and specifications
- Any other documents necessary to define and describe the intended architecture
- Sustainability considerations, such as reduced energy consumption/efficiency, and recycling requirements

Network architecture should consider a redundant topology that provides resiliency in the network. While not every component of the network can be redundant, where feasible, the Applicant should take steps to make service offerings as resilient as possible.

It is expected that an Applicant may have some pre-existing core assets (fiber, towers, hut sites, etc.) they intend to utilize in providing services to the proposed service areas. Applicants utilizing pre-existing infrastructure should describe how these assets fit into their proposed network architecture.

Applicant will be responsible for selecting equipment that can deliver the service as outlined in section 4.1.

#### 4.5 Network Test and Acceptance Standards

The Applicant will be required to demonstrate network performance to specified test standards. These standards will need to be met for services offered and infrastructure built or contracted. Speeds will be tested and proven as negotiated in the contract.

Test standards are outlined in Section 8.

#### 4.6 Presence in Village

The successful Proposal will show the ability for an Applicant to demonstrate how they will seamlessly transition a resident to their FTTP solutions. The Village encourages the Applicant to detail how elderly users and unserved users education of high-speed broadband capabilities will be addressed. For existing or underserved/unserved users, simplifying the technology migration process is important. For example, how easy will it be for a resident to transition from a legacy wireline phone to a voice over IP (VOIP) landline phone, such as a prepackaged offering to provide the necessary hardware, installation and training. Similar examples exist for placement of FTTP terminals to the premises router, and transition options to manage migration from existing satellite or cable TV services to equivalent streaming services. The Village is willing to provide meeting space for group educational opportunities, if needed.

#### 4.7 Network Deployment Timing

The Village intends the project be deployed in a continuous fashion commencing immediately upon the funding commitment.

The Village desires that the Broadband Project be completed prior to May 1, 2025, preferably sooner, or by the negotiated date of the contract with the Village. Within their RFP response, Applicants shall provide a proposed schedule for implementation that reflects the most expeditious timeline possible, including engineering, permitting, licensing, construction, and validation.

### 5. Applicant information

Each Applicant will be requested to provide background history, staff resumes, current capabilities, and financial statements. The Village may also request information to support the Applicant's track record regarding customer acquisition capabilities and customer service capabilities, including the capabilities of subcontractors or other suppliers the Applicant may utilize to fulfill the requirements of the RFP.

The Village may require the successful Applicant to post a letter of credit or performance bond to support its performance obligations. The Applicant shall describe in the RFP response its ability to acquire such surety and denote the limitations of such (e.g. maximum credit lines or bond coverages).

Startups or new Service Providers with limited performance history are not excluded from participation in the RFP response process; however, they should anticipate providing similar performance and financial due diligence information upon request.

The Village reserves the right as a function of the RFP analysis process to require Applicants to identify the source(s) of an Applicant's share of project funding.

The Village reserves the right to contact references as deemed necessary to complete its analysis.

### 6. Rating Criteria

The following scoring matrix shall be used to determine successful Applicant(s). Be advised 15 extra points will be given to the Applicant that can also propose a solution to the weak cellular coverage the Village experiences during peak tourist seasons.

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| Criteria   | Points | Score |
|--|--------|-------|
| <b>Project Costs and Village Contribution</b>  | 35     |       |
| Overall Village contribution – priority given to projects that require less Village contribution | 20     |       |
| Project costs per address  | 10     |       |
| Consumers monthly fees   | 5      |       |
|  |        |       |
| <b>Proposed Solution</b>   | 35     |       |
| Number of premises served  | 5      |       |
| Overall deployment strategy and timing   | 5      |       |
| Adherence to technical requirements set forth in Section 4.1                                     | 5      |       |
| Ability to bury fiber underground  | 20     |       |
|  |        |       |
|  |        |       |
| <b>Applicant Background, Qualifications, and Capabilities</b>                                    | 25     |       |
| Proposed Village-wide presence   | 5      |       |
| Relevant projects  | 5      |       |
| Knowledge, team, and technical competence  | 5      |       |
| Financial stability  | 5      |       |
| Customer service and acquisition capabilities  | 5      |       |
|  |        |       |
|  |        |       |
| <b>Completeness of RFP</b>   | 5      |       |
| Total  | 100    | 0     |

## 7. RFP Response Format

In an effort to expedite the evaluation of the RFP responses received, Applicants are required to organize proposals in the sequence below.

There is no restriction on the number of pages submitted in the proposal. For the purposes of securing grant funding and determining deployment options for the Village, the Applicant needs to identify RFP response elements associated with served areas, versus those elements associated with just underserved/unserved areas.

1. Cover Sheet
2. Executive Summary of Scope of Work
3. Cost Proposal
4. Technical Approach and Work Plan
5. Company Background
6. Statement of Qualifications
7. Company Financial Statement
8. Appendices

### 7.1 Cover Sheet

Complete the RFP 'Attachment A: Cover Sheet' worksheet provided.

Provide the full legal name of the Applicant, including any previous names or doing-business-as names. Signature of an owner, corporate officer, or agent authorized by the Applicant is required.

### 7.2 Executive Summary of Scope of Work

Applicant shall provide an overview of the major features of the RFP submission. Include any suggestions, conclusions, recommendations, or assumptions the Applicant believes are significant to the understanding of the RFP. Sequencing and description of the tasks and/or the time frame for completion of the tasks is required.

### 7.3 Cost Proposal

Applicant shall provide a detailed breakdown of the total project cost, then clearly indicate the requested Village contribution and Applicant's contribution. Attachment C has been provided as a template for the cost proposal. Total project cost shall not include ongoing fees such as licenses or lease/rent expenses. Additional points will be awarded accordingly for the more funding the Applicant contributes to the total project cost.

### 7.4 Technical Approach and Work Plan

A detailed scope of work, to include the specific information listed below.

### 7.4.1 Technical and Procedural Concerns

Address technical and/or procedural concerns that may influence the proposed project. Applicants should also include any assumptions made within their response.

Explain any type of support required from Village personnel.

### 7.4.2 Technical Alternatives

Describe any technical alternatives or exceptions to listed specifications. Cite the applicability of alternative approaches/procedures to address Village objectives and the advantages to be gained through their use.

Clearly acknowledge the project technical requirements as outlined in Section 4. Any exceptions the Applicant may have to the technical requirements as outlined in Section 4 of this RFP must be clearly identified.

The inability of an Applicant's proposal to meet the technical requirements and speeds of this RFP is not an automatic means of disqualification. The Final Rule outlines a minimum of 100 Mbps Up/100 Mbps Down but may allow 100 Mbps Up/20-100 Mbps Down initially and scalable to reach the symmetrical requirement of 100/100 Mbps. Applicants are encouraged to submit a proposal which clearly identifies levels of services obtainable and the anticipated number of premises able to be served.

### 7.4.3 Implementation Schedule

In this section of the proposal, the Applicant is to describe the anticipated schedule to deploy, operate, and maintain a Broadband Internet Network, including anticipated resources required. Applicant should provide a proposed schedule for design, permitting, construction, and initiation of broadband services to the specified areas of the Village, and, factor in issues that may be encountered when burying the fiber. The timeline schedule should include key milestones and phasing plans, such as timing associated with securing grants, if any. Should any technical alternatives be included for the Village's consideration, a separate schedule should be included for each alternative. Be advised Applicants shall supply a performance/completion bond to cover project costs prior to implementation and secured at contract signing.

### 7.4.4 Staff Capabilities and Experience

Applicant should clearly describe the capabilities, qualifications, and certifications of the staff to be assigned to support the Village.

The Village realizes that this work effort may require the services of multiple entities organized into a project team. Applicants have the option of engaging the services of subcontractors for completion of this project. If your proposal involves any subcontractors, provide full details on the nature of work to be performed by them.

The division of work assigned to subcontractors must be clearly specified in the Technical Approach and Work Plan section of your proposal. The subcontractors' qualifications must be detailed in the Company Background section of your proposal. Subcontractor financial statements must also be provided with the

Cost Proposal.

### 7.4.5 Project Location

Describe proposed project locations. Provide coverage area asset narratives as applicable to support the proposed design that demonstrates coverage of the project location within the specified areas.

Provide map(s) outlining asset placement as applicable to support the proposed design that demonstrates coverage of the project location within the specified areas.

Clearly state how many premises will be covered and at what levels of service for the underserved/unserved and served areas.

If including a strategy to address poor cellular coverage, include areas to be improved and areas where assets can be installed. Ensuring good emergency communication coverage is critical to the successful connectivity of the Village.

### 7.4.6 Service Delivery and Design

Provide detailed service delivery and design information, as outlined in the Applicant's submission, to fully describe the service delivery platform being proposed. Provide a detailed narrative and related diagrams outlining the proposed network design, the specific equipment to be used and verification that it meets the standards specified to deliver the products as outlined in Section 4.

For each product being proposed within the scope of this RFP please provide the following information, as applicable:

- Downstream speed
- Upstream speed
- Monthly recurring cost (MRC) – inclusive of estimated taxes and fees
- One-time non-recurring installation costs (NRC) – inclusive of estimated taxes and fees
- Narrative of installation requirements/process
- Service level agreement and performance metrics for each
- Specifications for default length of fiber included in cost to connect to the residence/business, and additional cost per foot beyond the default length
- Specifications and cost for adding a residence/business after initial deployment
- Specifications and cost for new construction, such as a new subdivision

#### 7.4.6.1 Wireline Solutions

Wireline solutions are networks that utilize fiber or copper (including coaxial cable) for last mile access. Proposed wireline solutions should provide the following information:

- Provide maps describing planned fiber installation vs. cable installation, and pre-existing cable routes, that support meeting coverage requirements specified in the RFP.
- Document last mile access technology.

#### 7.4.6.2 Services Required

All proposals are required to include a description of the services required as the Applicant's organization would address support of the deployment, operation, and maintenance for the delivery of broadband Internet network products and services throughout the Village. Provide a narrative of your



current and/or intended presence in the Village (i.e., sales, administrative, customer service personnel) in support of the Internet infrastructure established as a result of a contract with the Village.

#### 7.4.6.3 Service Level Agreements

The Village has identified the following minimum service level requirements (SLR) which must be followed by the Applicant. Detailed requirements will be mutually defined by the Village and the selected Internet Service Provider during contract negotiations, and may be amended, added to, and subtracted from by mutual agreement during the contract term.

- ISP Internet access will be available ninety-nine (99.9) percent of each month.
- ISP Internet access will be expected to deliver 100 Mbps download and 20 Mbps upload.
- ISP will monitor and administer the Internet assets twenty-four (24) hours a day, seven (7) days a week, three hundred sixty-five (365) days per year.
- ISP will provide preventative maintenance whenever possible through proactive installation of patches, upgrades, hot fixes, service packs, and updates.
- ISP will provide constant security monitoring of the Internet assets.
- ISP will provide ongoing capacity management and planning to assure internet traffic throughput meets the required speeds.
- Ability to increase emergency cellular data coverage during peak tourism season.

General Network and Testing Standard requirements are stated in Section 8 for each type of service.

### 7.5 Company Background

Please provide the following information as part of the company background and current capabilities:

- Overview of the company history, number of years in operation, and management team. Also, indicate if the company is currently registered to do business in the State of Wisconsin.
- Overview of the organization's services products and capabilities. Include any information you feel would help give the Village a better appreciation for the Applicant's capabilities.
- Outline the company's capacity to handle a project of this size and complexity. If the capacity entails hiring additional staff should your organization be awarded the Village contract for this work effort, identify the quantity and type of staff you envision adding, and the time frame you anticipate the acquisition to take. The Village would prefer the staff were in place by the time the initial assessment is completed.
- Identify key staff to be assigned to the project with resumes of their personal qualifications.

### 7.6 Statement of Qualifications

Provide a description of (up to) three (3) projects similar to the one described in this RFP that the Applicant's company has deployed within the last five (5) years. Outline services offered, geography covered, network design utilized, customer types served, and the ability to provide a fiber optic network in karst topography and features. For each project provide the contact information for the primary reference for each of the projects including: the company/organization name, a primary point of contact, their title, email address and their phone number. The preference of the Village would be to receive a list with both older established sites as well as new installations, if possible.

### 7.7 Company Financial Statement

All Applicants must provide audited financial statements of the entity that would enter a contract with

the Village (unaudited financial statements are acceptable if the Applicant does not have audited financials) from the past three years; Applicants may also include credit ratings/reports, reference letters from the bank and reference letters from suppliers.

## 7.8 Appendices

Applicants can attach such documentation as desired to support the RFP response to assist the Village to better assess the Applicant's RFP submission. If used, Appendices must be clearly labeled with a purpose for submission.

## 8. Network and Testing Standards

Applicants will be required to demonstrate network performance to specified test standards. These standards will need to be met for services offered and infrastructure built or contracted.

Test standards will be per user and include the following as outlined below.

### 8.1 Fiber and Cabling Infrastructure:

Applicants shall provide the Village with the following testing documentation:

#### 8.1.1 Insertion Loss Test

All optical fiber cables and cable plants shall be tested for insertion loss using Electronic Industries Alliance/Telecommunication Industries Association (EIA/TIA) Standards EIA/TIA 526-14 or EIA/TIA 526-7.

Insertion loss refers to the optical loss of the installed fibers when measured with a test source and power meter (OLTS).

#### 8.1.2 OTDR Testing

The Applicant will be required to test all fiber segments with an optical time domain reflect-o-meter (OTDR). The tests performed are to verify the quality of the installation and for establishing baseline data for future troubleshooting. However, it shall not be used as a measurement of the light loss of the cable.

OTDR measurements should follow procedures outlined in EIA/TIA 455-59, -60, and -61.

The Village reserves the right to verify, through separate testing, the Applicant's submitted test data.

### 8.2 Leased Capacity

RFC 2544 benchmark testing or equivalent: Test should benchmark throughput, latency, and frame loss at multiple frame sizes to ensure performance is within specifications.

All test results will be documented and delivered to the Village.

The Village reserves the right to test any and all network components delivered to verify quality standards are met.

**ATTACHMENT A: COVER SHEET**

|  |  |
|--|--|
| <b>Name of Person, Business or Organization:</b> |  |
| <b>Type of Entity:</b>                           |  |
| <b>Federal Tax ID Number:</b>                    |  |
| <b>DUNS Number:</b>                              |  |
| <b>Contact Person – Name</b>                     |  |
| <b>Contact Person – Address</b>                  |  |
| <b>Contact Person – Phone Number(s)</b>          |  |
| <b>Contact Person – E-mail address(es)</b>       |  |

By signing this **Cover Sheet** I hereby attest: that I have read and understood all the terms listed in the RFP; have read and understood all terms listed in this proposal; that I am authorized to bind the listed entity into this proposal; and that should this proposal be accepted, I am authorized and able to secure the resources required to deliver against all terms listed within the RFP as published by the Village of Sister Bay, including any amendments or addenda thereto except as explicitly noted or revised in my submitted proposal.

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Printed Name of Authorized Representative

Date: \_\_\_\_\_



**ATTACHMENT C: COST PROPOSAL**

Complete this form in its entirety. Identify the costs for the services outlined in the RFP. If you wish to propose any technical alternatives, please submit those costs on the optional sections of the Cost Proposal form marked Technical Alternatives (Attachment D).

Vendor Name: \_\_\_\_\_

| CATEGORY   | COST ESTIMATE |
|--|---------------|
|  |               |
| <b>Costs for Underserved/Unserved Areas</b>  |               |
| <b>Costs for Served Areas</b>  |               |
| <b>Description of Broadband Monthly Service Tiers, Performance, Pricing and Introductory Price Timeframe</b> |               |
| <b>Description of Prices for Adding FTTP to Locations After Initial Deployment Completion</b>                |               |
| <b>Cost for installation and Services Village Owned Properties (Parks and Facilities).</b>                   |               |
|  |               |
| <b>Total Project Cost</b>  |               |
| <b>Total Applicant Contribution</b>  |               |
| <b>Remaining Village Cost</b>  |               |
|  |               |

**ATTACHMENT D: TECHNICAL ALTERNATIVES (OPTIONAL)**

Use this form to identify costs only if you have outlined technical alternatives as part of your response to this RFP.

Vendor Name: \_\_\_\_\_

| CATEGORY  | COST ESTIMATE |
|---|---------------|
| <b>Technical Alternative 1 (SPECIFY)</b>        |               |
| A.  |               |
| B.  |               |
| C.  |               |
| D.  |               |
| E.  |               |
| <b>Technical Alternative 1 Project Total</b>    |               |
| <b>Technical Alternative 2 (SPECIFY)</b>        |               |
| A.  |               |
| B.  |               |
| C.  |               |
| D.  |               |
| E.  |               |
| <b>Technical Alternative 2 Project Total</b>    |               |
| <b>Village of Sister Bay Cost Project Total</b> |               |

**NOTES:**

1. Category - please insert the needed categories for the technical alternative. Insert rows as needed to provide the full cost estimate of the technical alternative.
2. Technical Alternative - please be sure to include a cost proposal for each of the technical alternatives provided in the RFP response.