



WiredWest Communications Cooperative Corporation

Request for Proposal

FTTP Engineering and Cost Estimation

Prepared By:	Kevin Cahill
Document Version:	1.3
Date:	06/20/2012

TABLE OF CONTENTS

1	EXECUTIVE SUMMARY	3
2	WIREDWEST COOPERATIVE OVERVIEW.....	4
3	RFP REQUIREMENTS PROCESS	5
3.1	PARTICIPATION IN RFP.....	5
3.2	RFP SCHEDULE	5
3.3	RFP RELATED QUESTIONS / CLARIFICATIONS / SUBMISSION	5
4	TERMS AND CONDITIONS.....	6
4.1	ACCEPTANCE OF PROPOSALS	6
4.2	PARTICIPATION IN RFP.....	6
4.3	CONFLICT OF INTEREST.....	6
4.4	CONFIDENTIALITY & RFP OWNERSHIP.....	7
4.5	MARKING RECORDS EXEMPT FROM DISCLOSURE.....	7
5	SCOPE OF SERVICES.....	8
5.1	GENERAL.....	8
5.2	SERVICE AREA	8
5.3	MAPPING INFORMATION PROVIDED TO CONSULTANT.....	8
5.4	NETWORKING TECHNOLOGY	8
5.5	NETWORK SERVICES	9
5.6	NETWORK LAYOUT AND TOPOLOGY.....	9
5.7	CONSTRUCTION OF OUTSIDE NETWORK PLANT.....	10
5.8	CUSTOMER CONNECTIONS.....	11
5.9	CENTRAL OFFICES	11
5.10	OPERATIONS CENTER / NETWORK POPS	11
5.11	ECONOMIC IMPACT	12
5.12	REVIEW AND ACCEPTANCE.....	12
6	RESPONSE FORMAT.....	13
6.1	VENDOR INFORMATION	13
6.2	EXPERIENCE	13
6.3	PERSONNEL	14
6.4	PROCESS	14
6.5	DELIVERABLES.....	14
6.6	SCHEDULE.....	14
6.7	PROJECT COST.....	14
7	VALUATION CRITERIA.....	15
7.1	MINIMUM CRITERIA	15
7.2	COMPARATIVE EVALUATION CRITERIA	16

1 EXECUTIVE SUMMARY

Over forty towns in Western Massachusetts have worked to create the WiredWest Communications Cooperative Corporation (hereinafter “Cooperative” and/or “WiredWest”), a municipal cooperative whose mission is to bring high speed Internet and telecommunications services to the residents and businesses of these towns. The Cooperative intends to install fiber-optic cabling to the home/premises (FTTP) of all residents and businesses in the proposed service area. Internet, telephone and video (triple-play) services will be offered to residential and business customers, either directly by the Cooperative, through an anchor service provider or through an open-access model that supports multiple service providers. The network is expected to serve approximately 32,000 residential and business entities in the towns and will require approximately 2,700 miles of network cable to be installed.

The Cooperative is planning to secure funding in the second half of 2012 with construction starting as soon as funding and engineering are complete.

While some preliminary design work has been done by the Cooperative, we are seeking an engineering firm (hereinafter “Consultant”) to create a high-level network design and provide cost estimates sufficient to procure financing. Work will include:

1. High-Level network layout and cabling design
2. Equipment and software selection to run and manage the network
3. Cable and field hardware selection
4. Estimated construction and operating costs for the entire project

Comprehensive network design and equipment selection will be incorporated into a construction RFP to be issued at a later date.

The Cooperative will provide the awardee with detailed maps of the towns including layers for telephone poles, customers’ premises, USGS 30cm color ortho photos from 2009 and locations of Central Office(s) for equipment.

This information is currently in ArcGIS and will be made available to the Consultant selected from the RFP process.

The awardee will be expected to enter into a formal negotiated contract and paid on a lump sum project cost.

Participation in this RFP is voluntary and the Cooperative will not pay for the preparation of any information submitted by a respondent or for the Cooperative’s use of that information.

2 WIREDWEST COOPERATIVE OVERVIEW

Vision

High-speed internet access is now a necessity, not a luxury. Availability of superior telecommunications service is as fundamental to the future of our communities as was electricity in the last century – and taking local initiative to ensure success is just as paramount today as it was then.

The WiredWest region needs a network capable of handling the future bandwidth needs of residents, businesses, schools, healthcare providers and governments. We need a network that will enable regional commerce; be financially sustainable; and retain revenues from telecommunications services in the region. And we need a network that serves ALL.

The only construct that meets these requirements is a regional community-owned, universal, fiber-to-the-home network. It's a large and complicated project, but nevertheless achievable through local stewardship and the economies of scale our vast region provides, which will ultimately enable us to secure the vitality and prosperity of our communities today, tomorrow, and for the foreseeable future.

Mission

Our mission is to – as expeditiously and prudently as possible – plan, build and operate a community-owned, fiber-optic network that enables the provision of comprehensive, affordable, reliable and high-quality internet, phone, video and ancillary services to all residents, businesses and institutions who are interested, in participating WiredWest towns.

Values

- **Universal Access:** We believe every home and business deserves access to 21st century telecommunications.
- **Community-Owned:** Participating towns have a role in governance and oversight of the organization, to ensure policies represent the best interests of our communities and our region.
- **Financially Sustainable:** The business model must be realistic in its assumptions, and be built on the premise that revenues will cover operational costs, debt service and repayment of capital investment within a reasonable timeframe.
- **Focus on Service and Affordability:** We will strive to enable the provision of comprehensive, high quality services, with secure, reliable connections, and at affordable rates.
- **Future-proof:** Building a high capacity network for our region is essential – but the upfront costs are high. Thus, the network must last a long time and be capable of highly scalable, economic upgrades as needs increase.

3 RFP REQUIREMENTS PROCESS

3.1 PARTICIPATION IN RFP

All vendors confirming their participation should send a Letter of Interest and any attachments thereto, and any additional material required by this RFP, should be printed on 8½" by 11" paper. Any and all pricing related documents need to be separate from the remainder of the response documents and identified as Attachment P - Pricing. One (1) unbound original, nine (9) unbound copies and one (1) electronic version (.pdf or .doc) of the Letter of Interest and associated attachments shall be submitted to the attention of:

**WiredWest
Old Court House
99 Main Street
Northampton, MA 01060**

Attn: Kevin Cahill

Kevin@WiredWest.net

3.2 RFP SCHEDULE

RFP key dates are the following:

June 20, 2012	RFP made available to the responders
July 4, 2012	Deadline for addressing questions
July 11, 2012	Answers to all questions
July 18, 2012	Deadline for receiving responses (all material)
July 18 – August 1, 2012	Responses to be evaluated. (consultant presentations during this period if warranted)
August 1, 2012	Decision and or award of this RFP

3.3 RFP RELATED QUESTIONS / CLARIFICATIONS / SUBMISSION

All questions related to this RFP should be directed to

**Kevin Cahill (coordinator)
413-629-9088
Kevin@WiredWest.net**

Vendors must ensure that the information is delivered to the following address on or before **July 18, 2012**

**WiredWest
Old Court House
99 Main Street
Northampton, MA 01060**

Attn: Kevin Cahill

Any notices with respect to this RFP should also be mailed to the above Contact and Address.

4 TERMS AND CONDITIONS

4.1 ACCEPTANCE OF PROPOSALS

WiredWest reserves the right to reject any and all proposals in whole or in part, and to waive irregularities and informalities, when at its sole discretion it is deemed to be in the best interest of the Cooperative and to the extent permitted by law.

Proposals that are incomplete, not properly endorsed or signed, or otherwise contrary to instructions may be rejected by the Cooperative as non-responsive.

WiredWest retains the right, at its sole discretion, to select or not select respondents to be included in further negotiations at any point during the evaluation process. The contents of the proposal of the successful respondent may become contractual obligations, if we determine to proceed with implementation of the partnership.

Issuance of this RFP in no way constitutes a commitment by WiredWest to award a contract. If it is deemed in the best interest of WiredWest to do so, WiredWest reserves the right to reject any or all proposals and to waive any informalities or minor irregularities in proposals received or to accept any portion of a proposal or all items proposed, or to reject any and all proposals received in response to this RFP, or to cancel the RFP.

4.2 PARTICIPATION IN RFP

This RFP does not commit the Cooperative to pay any cost incurred in the preparation or submission of any response to the RFP.

4.3 CONFLICT OF INTEREST

Respondents must identify any conflict of interest that may arise from providing services to WiredWest. We reserve the right:

1. to disqualify any Respondent or reject any proposal at any time solely on the grounds that a real or perceived legal or policy conflict of interest is presented;
2. to require the Respondent to take any action or supply information necessary to remove the conflict; or
3. to terminate any contract arising from this solicitation if any such relationship would constitute or have potential to create a real or perceived conflict of interest that cannot be resolved to the satisfaction of WiredWest.

4.4 CONFIDENTIALITY & RFP OWNERSHIP

RFP Ownership: All responses to the RFP will become the property of the Cooperative and will not be returned. All responses, related documentation and information submitted in response to this RFP are subject to the Massachusetts Freedom of Information Law, M.G.L. c. 66, §10, and to M.G.L. c. 4, §7(26), regarding public access to such documents. Any statements reserving any confidentiality or privacy rights in submitted applications or otherwise inconsistent with these statutes will be void and disregarded. Any information that a respondent has identified as “sensitive information” in the hard copy of their application should be deleted from the electronic copy prior to submission to the Cooperative.

If you have any questions about disclosure of the records you submit with your informational material, please contact the RFP Coordinator.

4.5 MARKING RECORDS EXEMPT FROM DISCLOSURE

If you believe any of the records you are submitting to the Cooperative as part of your informational material are exempt from disclosure, you can request that they not be released before you receive notification. To do so, you must complete the WiredWest Non-Disclosure Request Form (“the Form”) included below and or attached. You should very clearly and specifically identify each record and the exemption(s) that may apply.



Non Disclosure
Request Form .doc

The Cooperative will **not** withhold materials from disclosure simply because you mark them with a document header or footer, page stamp, or a generic statement that a document is non-disclosable, exempt, confidential, proprietary, or protected. Do not identify an entire page as exempt unless each sentence is within the exemption scope; instead, identify paragraphs or sentences that meet the specific exemption criteria you cite on the Form. Only the specific records or portions of records properly listed on the Form will be protected and withheld for notice. All other records will be considered fully disclosable upon request.

If the Cooperative receives a public disclosure request for any records you have properly and specifically listed on the Form, the Cooperative will notify you in writing of the request and will postpone disclosure. While it is not a legal obligation, the Cooperative, as a courtesy, will allow you up to ten business days to file a court injunction to prevent the Cooperative from releasing the records. If you fail to obtain a Court order within the ten days, the Cooperative may release the documents.

The Cooperative will **not** assert an exemption from disclosure on your behalf. If you believe a record(s) is exempt from disclosure you are obligated to clearly identify it as such on the Form and submit it with your solicitation. Should a public record request be submitted to the Cooperative for that (those) record(s) you can then seek an injunction to prevent release. By submitting a response to this Request for Information, Respondent acknowledges this obligation; and also acknowledges that the Cooperative will have no obligation or liability to the proposer if the records are disclosed.

5 SCOPE OF SERVICES

The following tasks in this scope of services are mandatory requirements to be completed by the Consultant selected.

5.1 GENERAL

Consultant will produce a high level engineering specification for the WiredWest network and high level cost and time estimates for the construction of the network. Operational costs for the network will also be included based on the proposed design and equipment.

The Consultant will be required to include in their estimates all anticipated costs associated with the design and construction of the network, including but not limited to the specific factors listed in the following sections. The cost estimates should be sufficient to produce a detailed network design and build the proposed network and will include a budget estimate for reasonable contingencies.

Network architectural suggestions showing the pros/cons/cost of technology or methodology other than point to point active Ethernet fiber will be considered, and discussed with the awardee prior to work commencement.

5.2 SERVICE AREA

The WiredWest Service Area for the purposes of this RFP includes the towns listed in Appendix X and will be provided to the successful consultant on the award of this RFP.

5.3 MAPPING INFORMATION PROVIDED TO CONSULTANT

WiredWest has prepared detailed mapping information covering the Service Area for the use of the selected Consultant to assist them in preparing the network design and cost estimates.

The mapping information includes the precise locations of roads, utility poles, residences and business premises in the service area, as well as candidate locations for Central Offices to serve the network. The mapping information is in ArcGIS format.

5.4 NETWORKING TECHNOLOGY

Consultant will specify the general networking technology to be used in the network. The networking technology preferred by WiredWest is active Ethernet via point to point (CO to premises) single mode fiber optic cable.

Fiber optic cable chosen by the Selected Respondent should be a single mode fiber from a leading manufacturer.

It is the vision of the WiredWest Cooperative that all customers within the covered area have access to the services. To this extent, cabling will be brought to each customer premise based on the WiredWest Cabling Guidelines (Appendix C) which will be delivered to the selected consultant on RFP award.

The network shall be easily scaled and upgraded in a modular fashion to support additional subscribers, new applications and new requirements in order to meet evolving user demands. Respondents shall estimate the percentage of the initial network capital cost that will be invested in upgrades during the first 3 years of operation and elaborate on what steps they will take to determine when network upgrades are required and how they will be rolled out. Respondents shall describe how the WiredWest Cooperative can evaluate the network operator's performance relevant to the specification.

The network shall support back-up power for all network equipment sufficient to ensure continuous operation during a loss of electrical power. Respondents shall state the amount of time their solution will operate without electrical power.

Consultant will provide detailed estimates of the expected network performance and capacity based on the high level network design developed by Consultant, including metrics that can be used to evaluate whether the network as built is conforming to the proposed design.

Consultant will propose network monitoring solutions, including necessary hardware and software, to allow monitoring of network performance after the network is deployed and operational.

The network should be designed with equipment that is Metro Ethernet Forum MEF-9 and MEF-14 compliant, supporting up to 1000 Mbps of transport which can be bandwidth rate limited in 1 Mbps increments.

5.5 NETWORK SERVICES

Consultant will design the network to allow WiredWest to provide diverse services including internet, video and telephony services as well as other network services. The network design will allow multiple service providers to offer the same or different services on the network and to individually provision different services to each customer on the network.

The Consultant shall design for the following types of optical fiber services:

Dark Fiber. Fiber that is available to individuals or companies that wish to establish optical communications between locations.

Lit Services. A managed transport service including the electronic and optical equipment necessary to establish reliable high bandwidth communication between locations.

The Consultant shall propose an estimated full menu of optical fiber services and estimated pricing including costs for any required customer premises equipment. A detailed list of potential services to be provided will be developed by the Consultant jointly with WiredWest.

5.6 NETWORK LAYOUT AND TOPOLOGY

Consultant will specify a layout of the network cable routes to serve the intended population.

The network layout will pass all residences and businesses in the Service Area unless otherwise agreed by WiredWest.

The network layout and cabling design will comprise both aerial and underground construction based on existing infrastructure, although the majority of the network is expected to be aerial.

The network layout and cabling design will contain sufficient capacity for the existing residences and businesses plus extra network capacity to allow for future growth in population and growth in demand for new and existing network services.

The network layout will include the locations of Central Offices to support the operation of the network.

The network layout will contain redundant cabling and circuits to minimize outages and to allow efficient rerouting in the event of failures in major cabling segments.

The network layout should make reasonable tradeoffs between cost to build the network, operational costs, the costs of siting Central Offices and providing adequate redundancy and capacity.

The network layout will contain cabling suitable to connect the network to each Verizon Central Office in the service area (but will not cover equipment or installation costs for network interconnections with the Verizon Central Offices).

The network layout will contain proposed points of interconnection to the MBI 123 network for providing backhaul.

5.7 CONSTRUCTION OF OUTSIDE NETWORK PLANT

Consultant will specify cost estimates for the construction of the outside physical fiber plant for the network.

The estimates will include cost and time estimates for the necessary make-ready work on utility poles, including all required permitting. WiredWest is looking into the use of Municipal space on the poles. This is not confirmed yet so the ability to substitute costs based on the use of the municipal space is required.

The estimates will include cost and time estimates for the installation of the fiber optic cabling.

The estimates will include cost estimates for the necessary materials, including fiber optic cable and other materials necessary for cable support and connection. This should be estimated for best practice procedures.

The construction cost estimates will be broken down by construction on or along public roadways and construction on or along private roadways or across private property, including private housing associations according to the WiredWest cabling guidelines.

5.8 CUSTOMER CONNECTIONS

Consultant will specify and provide cost estimates for design, construction and installation of network connections to all residences and businesses within the service area.

The cost estimates for network customer connections will include cost and time estimates for different build-out scenarios, including scenarios where all residences and businesses are connected during initial network construction and scenarios where residences and businesses are connected over time based on demand and revenue growth.

Cost estimates for customer connections will break out the costs by the relevant major cost factors to allow assessment of different deployment scenarios. These factors will include at least the following:

- a) Aerial vs underground connections
- b) Estimated length of connections to the customer sites in the Service Area
- c) Make ready costs for utility poles or underground installations
- d) Cable installation costs including labor and materials
- e) Installation and configuration of network termination equipment at the customer premises, including labor and materials

5.9 CENTRAL OFFICES

Consultant will specify the number and locations of proposed Central Offices needed for the operation of the network. Consultant will evaluate potential Central Office locations that have been researched by the Cooperative and potential co-location with Central Offices or Points-Of-Interconnect that are part of the MBI 123 Network.

Consultant will provide specifications and cost estimates for software required to manage the network.

Consultant will provide a high level cost estimate for building or outfitting each Central Office, including all necessary permitting, construction costs, time estimates and the cost of procuring and installing the necessary network equipment in each Central Office.

5.10 OPERATIONS CENTER / NETWORK POPS

Consultant will specify the number and locations of a proposed Operations Center or Centers and internet points of presence (POPs) to contain the necessary equipment and software to connect the WiredWest network to the internet and to administer and run the WiredWest network.

Consultant will provide designs and cost estimates for the head end equipment and other necessary for providing and controlling internet, video, telephony and other services on the network.

Consultant will provide designs and cost estimates for the necessary equipment, software and processes for provisioning, metering and billing for the services to be provided on the network, including staff costs associated with provisioning, metering and billing.

Consultant will recommend backhaul strategies to provide cost-efficient connection of the WiredWest network to the internet.

5.11 ECONOMIC IMPACT

Consultant will provide estimates of the economic impact of the construction of the proposed project on the local economy, including the number of jobs created during the construction of the network and estimated number of jobs created in order to support and run the network. This estimate will not include the economic impact of increased Internet access to unserved and underserved communities within the Service Area.

5.12 REVIEW AND ACCEPTANCE

Consultant will provide to Cooperative drafts of all designs and cost estimates described in this Scope of Services and will participate with WiredWest in a review process to create and have accepted by Cooperative a set of final deliverables that document all designs and cost estimates as specified in this Scope of Services.

6 RESPONSE FORMAT

All respondents should provide proposals in the following format:

6.1 VENDOR INFORMATION

Company name
Company address
Telephone number
Fax number
Email address
Web site

Name of the person responsible for the information contained in this proposal.

Is your company public or privately held?

Describe any third party alliances relationships or dependencies.

Please provide Bank and surety references.

6.2 EXPERIENCE

Have you designed any FTTP networks of a similar size to the Wired West proposed network? Please provide reference information and details.

What is the total number of FTTP networks that have been designed or built by your organization?

Describe your company's role in previous projects that are similar in size, scope and character to the proposed project. Did your company provide high-level design and/or cost estimates, detailed engineering design/build specifications and/or construction management or network construction services?

Provide specific examples of projects where you have produced high-level engineering designs and cost estimates for comparable projects and comparative information on the actual designs utilized to build the network, the cost of the network as constructed and the reasons for any differences between the estimates and the actual costs.

If you will utilize subcontractors for any part of the required services, provide relevant information on the experience of the subcontractors.

Detail the experience and knowledge you have with managing the process and minimizing the cost of make ready work.

6.3 PERSONNEL

Who will lead this project within your organization?

Who are the key personnel who will provide the services requested?

Provide biographical information on all key personnel, including any relevant certifications and describe their qualifications and their experience on related projects.

6.4 PROCESS

Describe how you will accomplish all of the mandatory services described in the Scope of Services.

What is your process for designing the network layout?

What is your process for specifying the required hardware and software?

What is your process for estimating the construction costs, materials costs and operational costs for the network?

What is your proposed process for review and acceptance of the proposed deliverables by WiredWest?

Describe any dependencies you have on information to be provided by WiredWest in order to provide the services described in this RFP.

6.5 DELIVERABLES

Describe the form of the deliverables that will be provided to WiredWest under this proposal including the level of detail you will provide.

If possible, supply an example of the kinds of deliverables you will provide to WiredWest for the high level engineering design and cost estimates.

6.6 SCHEDULE

Can you meet the timeframe for completion of October 3, 2012?

What is your proposed schedule for completing the services, for any intermediate milestones, for providing draft deliverables to WiredWest, for the review process and for final acceptance of the deliverables by WiredWest?

6.7 PROJECT COST

Provide the total cost for performing the services specified in this RFP, including any detailed cost breakdown and separate costs for any optional services to be provided in a separate document(s) and labeled as Attachment P - Pricing.

7 VALUATION CRITERIA

The Non-Price Technical Proposal must meet the specified minimum criteria stated below. Those submittals that meet the Minimum Criteria will then be evaluated by the Technology subcommittee of WiredWest, using the Comparative Evaluation Criteria described below. The subcommittee may request select respondents to be interviewed and to have references contacted.

7.1 MINIMUM CRITERIA

- a.) Consultant Firm(s) Overview* - A summary of the Consultant firm, and a description of the relevant knowledge/experience that will facilitate the completion of the Scope of Services. Provide information on all collaborators, if more than one firm is involved.
- b.) Approach and Understanding* - A summary of the Consultant's approach to addressing the project that illustrates an understanding of the goals and tasks to be met, which includes a narrative addressing connectivity to the MBI's middle mile and the Consultant's approach to providing accurate high level engineering cost estimates.
- c.) Personnel Qualifications* - A description of the project management structure, identifying the Project Manager and key personnel. A list identifying project team members assigned to the project, (including the Project Manager and key personnel), including their name, position/title, qualifications, experience, and specific responsibilities. Attach resumes for Project Manager and key personnel assigned to the project team and discuss each member's experience with projects similar to this one.
- d.) Relevant Work Experience* - A description of relevant work experience. Identification of one (1) to three (3) examples of relevant projects completed by the firm, including a description of the size and scope of the project, the services provided and the completion date. Indicate if the firm prepared materials or participated in events that presented information to the public.
- e.) Proposed Work Plan and Schedule* - A description of the approach the Consultant will use to accomplish the Scope of Services within the project timeframe. A summary table shall be provided that shows each task with the project team member who will do the work, the estimated number of hours for each team member, and the schedule for when tasks will be completed. Suggestions for additional work that may be beneficial to the project may be considered, provided the work is within the maximum budget.
- f.) Relevant References* - Three references identified from projects similar to this one, including a contact person and telephone number for each, from previous or current projects.
- g.) Completed Proposal Signature Form.*

7.2 COMPARATIVE EVALUATION CRITERIA

Proposals will be rated using the following categories: Highly Advantageous, Advantageous, Not Advantageous, and Unacceptable.

a.) Consultant Qualifications/Experience

<i>Highly Advantageous</i>	<ul style="list-style-type: none"> • Demonstrates significant experience in completing similar strategic analysis/planning/construction/utilization and business planning projects specifically related to the telecommunications industry and fiber optic interconnection facilities, • Demonstrates a track record of success in completing projects of similar size and scope, within their allotted timeframe and budget, • Demonstrates experience with managing the process and minimizing make ready costs, • Demonstrates experience in working with key stakeholders (local and state officials, community leaders, and general public) and with telecom industry representatives (fiber network builders and service providers, etc.).
<i>Advantageous</i>	<ul style="list-style-type: none"> • Demonstrates experience in completing strategic business planning projects, which involve planning/construction/utilization of commercial communications fiber optic infrastructure. • Demonstrates a track record of success in completing projects within their allotted timeframe and budget, and • Demonstrates general experience working with stakeholders.
<i>Not Advantageous</i>	<ul style="list-style-type: none"> • Demonstrates limited experience in completing strategic business planning projects which involve the planning/construction/utilization of commercial communications fiber optic infrastructure, • Demonstrates a limited track record of success in completing projects within their allotted timeframe and budget, and • Demonstrates limited experience working with relevant stakeholders.
<i>Unacceptable</i>	<ul style="list-style-type: none"> • Does not demonstrate minimum levels of expertise and experience.

b.) Consultant’s Approach to the Project

<i>Highly Advantageous</i>	<ul style="list-style-type: none"> Clearly and comprehensively articulates an understanding of the project in the response, Addresses an approach to each defined task in a credible and sensible way, Demonstrates a mastery and understanding of the process necessary to complete tasks and project management demands, and Optionally identifies sensible changes to the Scope of Services to address missing activities that should be conducted.
<i>Advantageous</i>	<ul style="list-style-type: none"> Articulates a general understanding of the project in the response, Is credible in addressing the tasks’ specific requirements, Demonstrates a understanding of the process necessary to complete tasks and project management demands, and Optionally, identifies sensible changes to the Scope of Services to address missing activities that should be conducted.
<i>Not Advantageous</i>	<ul style="list-style-type: none"> Does not demonstrate a clear understanding of the project, Addresses most of the tasks’ specific requirements, and Demonstrates a minimal understanding of the process necessary to complete tasks and project management demands.
<i>Unacceptable</i>	<ul style="list-style-type: none"> Does not demonstrate a Project Approach that would be successful.

c.) Consultant’s Experience and Approach in Engineering Cost Estimating

<i>Highly Advantageous</i>	<ul style="list-style-type: none"> Clearly articulated cost estimation methodology on projects that are similar in scope and purpose, Proposes proven tools to be used to do accurate cost estimates, Demonstrated success in providing high level engineering cost estimates for the design of similar networks, Demonstrated track record showing the accuracy of prospective high level cost estimates compared to actual build costs., Experience identifying engineering design components with high risk of cost overruns and proposing strategies to mitigate these risks.
<i>Advantageous</i>	<ul style="list-style-type: none"> Clear and understandable approach to cost estimation, Cost estimation approach has been applied to similar projects, Track record of cost estimation can be established through comparison to projects that are under construction, but not necessarily completed, Able to identify components of the engineering design with high risk in the cost estimates.

<i>Not Advantageous</i>	<ul style="list-style-type: none"> • Demonstrates a minimal understanding of the process necessary to complete accurate engineering cost estimates.
<i>Unacceptable</i>	<ul style="list-style-type: none"> • Does not provide a methodology or does not possess adequate experience in estimating high level engineering costs for fiber-optic networks.

d.) Consultant's Staffing Plan

<i>Highly Advantageous</i>	<ul style="list-style-type: none"> • Is clearly and comprehensively articulate in the response, • Provides a firm time commitment of all key personnel, including the Project Manager, • Provides resumes for all key personnel, including the Project Manager, • Is clear in identifying the sources of staffing (internal or subcontractor), • Is clear in identifying project team members, and their roles and time commitment, and • Establishes a convincing basis that the proposed staffing level is sufficient.
<i>Advantageous</i>	<ul style="list-style-type: none"> • Is articulate in the response, • Provides a time commitment of most key personnel, and • Establishes a sound basis that the proposed staffing level is sufficient.
<i>Not Advantageous</i>	<ul style="list-style-type: none"> • Staffing plan is articulated in response, but time commitment and critical staffing information is not included.
<i>Unacceptable</i>	<ul style="list-style-type: none"> • Does not demonstrate that staffing plan is sufficient to be successful.

e.) Consultant's Communication Skills

<i>Highly Advantageous</i>	<ul style="list-style-type: none"> • Proposal clearly and comprehensively explains specific and quantifiable technical information, • Proposal demonstrates specific materials or events in which a project team member successfully presented technical information to a non-technical audience.
<i>Advantageous</i>	<ul style="list-style-type: none"> • Proposal clearly explains technical information, • Proposal demonstrates materials or events in which a project team member presented technical information to a non-technical audience.
<i>Not Advantageous</i>	<ul style="list-style-type: none"> • Proposal explains technical information in a way that can only be understood by an audience with a technical background.
<i>Unacceptable</i>	<ul style="list-style-type: none"> • Does not demonstrate communication skills necessary to be successful.

f.) If interviewed, the Quality of Interview

<i>Highly Advantageous</i>	<ul style="list-style-type: none"> Key personnel on the project team, including the Project Manager, assigned to the project attended the interview and each demonstrated their skill and expertise and comprehensively communicated a thorough knowledge of the services required to complete the Scope of Services.
<i>Advantageous</i>	<ul style="list-style-type: none"> Most key personnel assigned to the project team attended the interview and/or demonstrated their expertise and knowledge of the services required to complete the Scope of Services.
<i>Not Advantageous</i>	<ul style="list-style-type: none"> Some project team members assigned to the project adequately communicated a knowledge of the services required to complete the Scope of Services.
<i>Unacceptable</i>	<ul style="list-style-type: none"> Interview did not demonstrate a Quality that would indicate Consultant would be successful in the project.

g.) If references are checked, the Quality of References

<i>Highly Advantageous</i>	<ul style="list-style-type: none"> References show that the firm and the identified Project Manager and key personnel of the project team have positively and successfully completed similar, relevant projects on time and on budget.
<i>Advantageous</i>	<ul style="list-style-type: none"> References show that the firm and/or some project team members have experience with similar projects and generally meet deadlines on time and on budget.
<i>Not Advantageous</i>	<ul style="list-style-type: none"> References demonstrate that the firm or team members have limited relevant experience and/or do not have a track record of completing projects on time and on budget.
<i>Unacceptable</i>	<ul style="list-style-type: none"> Does not indicate key team members have been successful in relevant project.