

**Traverse City Light and Power (TCLP)**



**Request for Information**

for

**Partnership for Deployment of a  
Fiber-to-the-Premises (FTTP) Network**

**Issued: May 9, 2018**

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## 1. Introduction

Traverse City Light and Power (TCLP) issues this Request for Information (RFI) to convey its interest in partnering with a sophisticated and motivated partner (Partner) to bring fiber-based, Gigabit-class broadband service to the region. The successful Partner will expand the existing TCLP network to support a fiber-to-the-premises (FTTP) deployment capable of enhancing broadband connectivity to residents, businesses, and community anchor institutions (CAIs) in the TCLP service area.

TCLP owns and operates a robust fiber optic network that includes infrastructure throughout its service area, encompassing the City of Traverse City (City) and surrounding communities. TCLP currently serves commercial customers over its fiber network, through dark fiber offerings direct to customers.

The RFI anticipates that network deployment will begin as a phased approach as outlined by the map in Appendix D. The FTTP service area will eventually expand into the remainder of the existing TCLP utility footprint after a successful phase one. The OSP will follow TCLP's electric distribution circuits. The partnership should expand TCLP's current network and operations, and develop a cohesive approach to filling broadband connectivity gaps in the greater Traverse City area.

Through this partnership, TCLP seeks to increase the availability and affordability of a minimum 1 Gigabit per second (Gbps) service. Faster services should also be incorporated into the design as well. TCLP seeks proposed approaches from for-profit and nonprofit partners that envision a long-term relationship with TCLP; the partnership may be based on a variety of different business models, as outlined below.

Responses to this RFI should state how the respondent's approach will result in a financially sustainable business model that furthers TCLP's goal of ensuring that businesses, residents, and CAIs can access affordable, market-leading broadband services. The successful respondent will be able to articulate a business plan that can easily and inexpensively scale to provide higher-speed services as demand for bandwidth increases.

TCLP seeks input from potential partners regarding the terms and conditions under which a Partner would participate in such a project. While TCLP's main goal is to find a full turnkey solution, including operations and maintenance for a phase one FTTP deployment, TCLP will look at all solutions provided. This includes seeking partners that will consider a variety of business models that share technological and operational responsibilities and financial risk between the Partner and TCLP.

We encourage respondents to share their expertise, which may be used to shape the direction and form of the network expansion. Respondents may work together to respond to this RFI, as long as there is one parent responded that will be responsible for the partnership in its entirety

throughout the length of the relationship with TCLP. TCLP is open to creative solutions that will maximize investment and provide reliable, high-quality services to meet the community's needs. Respondents should clearly describe their vision to meet the region's current needs, and plans for nimble growth and adaptation as future applications and technologies drive the need for increased speeds.

We welcome responses from all prospective partners, including incumbent service providers; competitive providers; nonprofit organizations; public cooperatives; and entities that are not traditional ISPs but are interested in offering service under innovative business models. Nontraditional providers may respond as part of a partnership with an ISP, or may provide separate responses that outline their approaches.

## **2. TCLP Vision**

TCLP envisions an FTTP deployment that will expand our existing robust fiber network to offer Gigabit-class broadband access in the community. The network's expansion will enhance broadband connectivity for the region's businesses, public facilities, residents, and CAIs by expanding the range and quality of available broadband and data transport services. The successful respondent will quickly establish a local presence through a partnership, and will take advantage of TCLP's existing fiber footprint, current efforts to connect customers to the network, and exceptional reputation in the community.

We envision world-class communications infrastructure for the businesses, residents, and CAIs in the TCLP service area and surrounding region—for the 21st century and beyond. TCLP views fiber-based broadband connectivity as an essential utility, just like the electric service offered today and have prioritized for over a century. Every home, business, nonprofit organization, government entity, and educational institution should have the opportunity to connect. Providing equal and affordable access to communications infrastructure and service is essential to promoting equal opportunity in business, education, employment, healthcare, and all other aspects of everyday life.

Greater access to broadband is an important driver of lowering business costs; attracting and retaining highly skilled residents; attracting new industries and retaining existing businesses; and creating sustainable new jobs in an entrepreneurial economy based on innovation and creativity. Robust business, residential, and institutional connectivity will also expand opportunities for local students in K–12 and beyond, and enable more open government and civic engagement.

We intend to empower our citizens and local businesses to be network economy producers—not just consumers of network information and data services. Further, we intend to provide our business and CAI stakeholders with the broadband capacity they need to compete successfully in the global marketplace, and to support the local community and the hundreds of thousands of tourists that visit the region each year.

### 3. Project Goals

TCLP seeks a creative partnership that will meet the region's current connectivity needs, and that will anticipate potential future needs. The Partner should plan for a long-term relationship with TCLP and localities in the region, and should base its response on TCLP's vision and project goals. TCLP is looking for a partner that will design, build, operate, and maintain a phase one FTTP project.

The partner selected will work exclusively with TCLP Staff to build a full operational plan and business model, including all costs associated with the different aspects of the project (i.e. fiber deployment, operational maintenance, etc), that will be presented to the TCLP Board for consideration. Upon successful approval from the TCLP Board, TCLP will enter into negotiations for an agreement with the partner to begin fulfilling the submitted plans for phase one of the FTTP project. Operational agreements will be evaluated and determined on a yearly basis to determine TCLP's involvement on different levels of operations.

TCLP's broadband initiative will be shaped by the community's values and goals. TCLP's seeks a Partner to offer fast, affordable broadband Internet and data services by expanding the existing TCLP fiber infrastructure to meet the region's broadband needs. TCLP has prioritized a partnership that:

1. **Balances financial risk**, does not impose an undue economic burden on TCLP, and can adapt to changing circumstances. As with other types of critical infrastructure the network does not necessarily need to generate net revenue, but it must be based on a sustainable long-term operating model. TCLP has made substantial investments in network infrastructure and operations. With a full turnkey solution (preferred), TCLP would assume the financial risk. However, alternative solutions may be pitched with the partnership in which both parties will have a financial stake in the network's success.
2. **Adopts an open access approach** to ensure that local businesses, CAIs, and residents can affordably connect to a very robust and reliable broadband network and are not subject solely to the commercial priorities of one or more private ISPs. While the initial deployment phase will be operated under TCLP, the business model should allow for easy accommodation of potential future service providers and to accelerate, and encourage competition among service providers.
3. **Embraces a communitywide** FTTP deployment that will provide complete community coverage—eventually offering every location in the region the opportunity to connect with Gigabit-class bandwidth, or more, and leaving no part of the region behind.

Just as TCLP has enabled access to electricity for more than a century, one of our key priorities is to provide all members of the community the opportunity to access robust, affordable

broadband service. After a successful phase one, the FTTP network should be built throughout the greater Traverse City area with no “cherry picking,” or building only to the most affluent areas of a community where there is a higher likelihood of obtaining subscribers willing to pay for service, and thus seeing a quicker return on capital investment. Future build areas will be defined by TCLP Staff as necessary and is not part of this original project scope.

Citizens in low-income areas are particularly vulnerable, and broadband is important to help level the playing field. As the world becomes increasingly connected, broadband access is key to education, job training, and even access to one’s own medical records. We expect respondents to this RFI to be sensitive to this reality, and to be willing to work with TCLP to develop creative solutions for supporting all members of the community. For the network to have the intended economic and quality-of-life impacts, we consider both cost and availability of service to be important. We encourage responses that address both to maximize service adoption.

We understand that an FTTP network that extends throughout the entire TCLP service area may seem implausible for some providers, and we intend to work with the Partner to make this an attainable long-term goal. Respondents that believe this goal to be a barrier to their ability to successfully partner with TCLP should clearly articulate their reasoning, and describe how they may provide a “good-enough” contingency plan for communitywide FTTP access. Although communitywide access is an important component of our vision, TCLP is willing to consider creative alternatives that might otherwise meet the region’s connectivity needs. Keep in mind, the vision is to extend this to the entire service territory; however, this phase-one is only covering a small phase one rollout. It is important for any Respondent to understand the long-term vision of TCLP’s FTTP plans to assist in the design and build of a phase one rollout that will meet the long-term goals.

TCLP will consider a range of construction, operation, and ownership models for the FTTP network. TCLP and selected Partner will collaboratively determine the most mutually beneficial partnership structure, which may include cost-sharing, infrastructure leasing, and profit-sharing arrangements. Please note that TCLP’s desired solution is a full turnkey solution, including design, construct, build, operate, and maintain. TCLP will consider other various business models, which could include, but are not limited to, the following scenarios:

- Private provisioning of services over infrastructure that is constructed and owned by TCLP but operated and maintained by the Partner. (Preferred Option; allowing for TCLP integration as time moves on)
- Private provisioning of services over infrastructure that is constructed, owned, operated, and maintained by TCLP. (Long Term Solution; Partner will operate and maintain initially and allow for TCLP integration as it becomes more cost effective)
- Publicly or privately constructed open-access infrastructure that allows other qualified providers to offer service over the network;

- Private provisioning of services over infrastructure that is constructed, owned, operated, and maintained by the Partner—though respondents should clearly indicate how this approach can achieve TCLP’s partnership and connectivity goals.

TCLP will also consider any combination of these models as well as alternative suggestions proposed by respondents. All proposed business models should take into consideration the substantial fiber network that TCLP has deployed in the region, which includes last-mile connections to numerous locations throughout the TCLP service area. The Partner should describe how this infrastructure will support their proposed plan.

## **4. History of TCLP**

TCLP is a public power utility located in Traverse City, MI. that serves electric power to approximately 12,500 residential and C&I customers. The electrical system is about 192 miles of distribution lines with approximately 65 customers per square mile. There are currently 8 substations and multiple delivery points. TCLP also owns and operates a city-wide fiber optic network.

TCLP is dedicated to collaborating with its talented residents, businesses, institutions, and organizations to advance Traverse City's standing in the regional and global economy through a commitment to developing robust business, institutional, and residential connectivity in the area. TCLP and regional leadership is committed to economic development, business attraction and retention, and industry growth in the near- and long-term.

As the need for fiber-based connectivity has increased in recent years, municipal utilities throughout the U.S. have taken steps to ensure that the communities they serve have access to the critical infrastructure they need. TCLP has been ahead of the curve in understanding this need, and taking measures to be prepared to help support businesses and other institutions as their connectivity needs evolved and grew; TCLP began constructing and operating a fiber network over a decade ago.

TCLP seeks to ensure that the greater Traverse City area maintains its industries and retains top talent—through ensuring that next-generation connectivity is available right here, where it can support the breadth of needs for all potential users.

## **5. The Evaluation Process**

TCLP asks that all respondents follow the response format outlined in Section 10, including heading numbers to enable a side-by-side comparison of potential Partners. TCLP will use a variety of mechanisms for evaluating responses, and will review responses based on respondents' experience, as detailed per the instructions in Section 10; how well the responses address TCLP's objectives, as detailed in Section 2; how the proposed business model balances and shares risks and rewards; and other factors.

TCLP may provide more detailed information on available assets to one or more respondents, and ask those respondents to refine their responses.

Following response evaluations, TCLP may begin discussions with preferred RFI respondent(s), issue a more detailed Request for Proposal (RFP) related to the project, issue an RFP to selected RFI respondents, cancel or delay plans to deploy an FTTP network, or choose another direction that is deemed in the community's best interest. Optimally, TCLP would like to select a Partner with a full turnkey solution, including operations and maintenance.

Responding to the RFI is not a guarantee of a contract award. Further, there is no guarantee an RFP will be developed as a result of this RFI. TCLP reserves the right to withdraw the RFI or any subsequent RFP, or to decline to award a contract.

If TCLP selects a partner to move forward with a phase one deployment, this partner will work very closely with TCLP Staff to develop a full plan, including all costs, associated with the design, build, operate, and maintain (full turn-key solution) of a phase one FTTP deployment. This full plan, including costs, will be submitted to the TCLP Board for consideration, along with a presentation from the partner. If the TCLP Board approves, TCLP will move into contract negotiations with the partner to carry out the submitted plans. Any operational agreements will be evaluated on a yearly basis to determine if TCLP will take over certain aspects of operations as described in Section 9.

We ask that all respondents provide all requested material, and complete the attached responsibility matrix (Appendix A) and financial responsibilities questions (Appendix B), and submit each in the format (structure and page limitations) specified in the RFI instructions in 10. Appendix C illustrates the response structure.

## 6. Network Design and Construction Parameters

TCLP is willing to consider all proposals for partnerships, and welcomes respondents' unique approach to network design and construction. If respondents propose to perform network construction and installation to expand the existing TCLP network, TCLP will dedicate resources to support our Partner through plan review, coordination, and inspection services to assure an expedited approach to construction and installation in the public ROW and will work with the Partner to facilitate work.

The following baseline technical attributes are preferred:

- Fully fiber-based connectivity to all customers;
- Fiber strand capacity capable of providing direct homerun connections to businesses and residential "power" users; a mix of next generation PON and Active Ethernet should be used for this;
- Fiber strand capacity and physical architecture (e.g., handhole placement, backbone routes, etc.) anticipating full deployment to all homes and businesses;
- Low latency;
- Backbone topology capable of supporting connections over diverse paths from one or more central hub locations to fiber distribution cabinets located throughout the area to facilitate high-availability service offerings;
- Fiber distribution plant placed in underground conduit (as opposed to direct burial cable) to more readily facilitate repairs and capacity upgrades;
- Active components placed in environmentally hardened shelters and/or cabinets equipped with backup power generation and/or batteries, as appropriate, capable of sustaining services in the event of extended power outages;
- Fiber path diversity to public facilities to maintain continuous service even if one path is broken;
- Underground communications conduit pathways that TCLP and/or localities in our service area can use for future scalability;
- Fiber routes that are aligned with existing TCLP conduit and coincide with planned local public utility, roadway, and related capital improvement projects to reduce cost and minimize disruption where possible.

## 7. Technical Capabilities

TCLP is willing to consider a variety of business models, which may entail different responsibilities for TCLP and our Partner—see Section 2, above, which describes some potential business models. TCLP assumes that the Partner may operate and maintain the network at both the OSP and virtual level, and may act as a retail service provider under the umbrella of TCLP governance and operations.

Some respondents may already have all the staff and resources necessary to successfully carry out responsibilities in a partnership, while others may need to “ramp up” to meet TCLP’s needs, and some may work through contractors. Whether directly or through contracts with competent vendors, what matters is that all respondents can perform the functions they have promised to carry out.

The Partner should be able to demonstrate the following technical capabilities:

1. Years of experience as a facilities-based provider (with examples)
2. The mileage of OSP it currently operates, any previously owned and operated plant, and the type of infrastructure (e.g., coaxial, copper, FTTP, middle mile).
3. The size of the technical team for the deployment phase, and breakdown of experience level of the members—including network engineers that will be dedicated to monitoring the network’s health, and staff that will be dedicated to OSP responsibilities.
4. Formal relationships, such as distribution and resale, with manufacturers of network equipment, fiber plant materials, and software.
5. Any examples of network implementations and/or construction of similar scope, and how recently this was completed. This should include:
  - 5.1. Areas of the required work the Partner can self-perform, particularly in the case of construction tasks;
  - 5.2. Any established relationships with contractors and subcontractors relevant to the execution of this effort; and
  - 5.3. Specific roles of proposed contractors and subcontractors in the deployment.
6. Location of network operations center (NOC), and capabilities and functions of the NOC.
7. A description of software and other programs the Partner will use to manage the network deployment and maintenance (e.g., GIS software, network monitoring software, etc.).
8. An explanation of how the Partner will perform locating services, and the names and qualifications of any proposed contractors that will assist with this.
9. A detailed explanation of how the proposed technical approach meets the partnership’s functional and policy objectives. At a minimum, this should:
  - 9.1. Explain how the Partner provides sufficient ownership and/or control over network infrastructure to ensure that capacity, security, and reliability requirements can be met in the short and long term.
  - 9.2. Describe the technical restrictions the Partner will place on the use of the

network for non-governmental, commercial purposes (where applicable).

- 9.3.** Explain how the approach allows for expansion or shifts in priorities as the project unfolds.
10. A project management plan that shows the Partner can identify key areas of risk to the project timeline and implementation success. Some details of this might include:
- 10.1.** ROW agreements, easements, available real estate;
  - 10.2.** Historical and environmental permitting; and
  - 10.3.** Material supply.
11. A quality control plan that demonstrates a commitment to quality, including any staff members that are accredited in some form of Quality Control, and any dedicated staff or departments for quality control and training. The plan should describe how the Partner will analyze errors and accidents, and perform root-cause analysis. It should also outline how and when the Partner will determine to take corrective action.

Respondents should make a significant effort to provide a response for all the items in this section, and should clearly describe any exception it takes or areas where it does not feel equipped to provide a response at this time. Preference may be given to respondents that provide complete, clear responses to each of the items in this section.

## 8. Operational Capabilities

It is expensive and time-consuming to construct the “last mile” of the network and prepare it for customers, but this critical step will be complete in the short term. Beyond this phase, the Partner should be able to clearly explain its long-term operational plans. The Partner should provide:

1. A description of where and when the Partner has successfully maintained retail, wholesale, and dark fiber operations in other markets. In the absence of a demonstrated track record, the Partner should provide a detailed outline of why it believes it can be successful, and its contingency plans in the event it cannot achieve the partnership’s goals.
2. Examples of market share the company has obtained in other markets, and how long it has operated in those markets to achieve that share.
3. A description of the marketing plans and tools the Partner intends to use for the initial deployment, when customer acquisition is especially important.
4. The ongoing marketing tools and platforms the Partner will use to continue to reach the community (e.g., local radio and television outlets, social media platforms, targeted online advertisements, print advertisements) over the duration of the partnership.
5. Educational and other outreach efforts the Partner will use to demonstrate the power of a gigabit-capable network.
6. Names and capabilities of any outside firm(s) the Partner will engage for marketing, advertising, and operations.
7. The size of the long-term technical team and breakdown of experience level of the members, including network engineers that will be dedicated to monitoring the network’s health, and staff that will be dedicated to OSP responsibilities (where applicable).
  - 7.1. If the Partner will not directly employ network and OSP staff, it should articulate how it will monitor the network, manage outages, and effect timely repairs.
8. The long-term plan for fiber locating and splicing, including whether these responsibilities will be maintained in-house or contracted. If contracted, the names and qualifications of the firm(s) that will be engaged for this.
9. Existing or newly established relationships the Partner may have within the community, relationships it envisions, and how it will cultivate and maintain those (e.g., will the Partner become a member of the Chamber of Commerce or other community organizations?) Demonstrate that it will invest in the community because it plans to maintain a long-term presence.
10. The location and capability of the customer call center for all customers, ranging from retail to dark fiber (where applicable). The Partner should be able to demonstrate that it can meet all customers’ needs in a timely, complete, and satisfactory manner.
11. An account of the Partner’s intention to hire permanent local marketing, sales, billing support, customer support, technical support, and other staff—or justification for choosing not to do so.

12. A hierarchical flowchart of all operations staff, both remote and local.
13. Sales objectives in the first 1, 2, and 3 years as the project ramps up. Sales objectives in years 5, 7, and 10. While it is difficult to project many years into the future, the Partner should be able to show that it has intentions of maintaining a strong presence in Traverse City over the coming years, and that it is planning for the partnership beyond the initial deployment.
14. The Partner's expectations of TCLP to assist in marketing and advertising. The Partner should demonstrate how it intends to achieve the take rates necessary for the partnership to be successful, and whether and to what degree this plan will rely on TCLP or City staff and resources.
15. A dedicated Project Manager for full oversight and launch of all aspects of the project. This oversight includes, but is not limited to, OSP design, engineering, construction, permitting, marketing, customer hookup and engagement, billing integration, call center operations, network electronic provisioning and configuration, contract management, and any other portion of the project for a successful launch. This position should be a dedicated position and on-site throughout the deployment and implementation to fully cover all aspects of deployment and will regularly report and meet with TCLP's Technology Director. A dedicated resource for overseeing TCLP's successful phase one operations is required to ensure success.

Respondents should make a significant effort to provide a response for all the items in this section, and should clearly describe any exception it takes or areas where it does not feel equipped to provide a response at this time. Preference may be given to respondents that provide complete, clear responses to each of the items in this section.

## **9. TCLP's Contributions to the Partnership**

TCLP seeks a full turnkey solution, including operation and maintenance. However, there may be solutions that are mutually beneficial with the partner that balance risk and reward between the parties. TCLP recognizes that access to broadband is necessary in the region to support our residents' and businesses' participation in a global economy. TCLP is in the early stages of determining exactly what TCLP's role will be in promoting enhanced broadband access, and TCLP is willing to consider various levels of involvement. Operational agreements with the partner will be broken down into multiple sections and price points and evaluated yearly to determine if TCLP will take over any portions of the operation that fit best in TCLP's operating model.

TCLP will grant access to its robust fiber optic backbone that spans throughout the greater Traverse City area for this project. TCLP is also willing to consider additional or alternative contributions we can make to the partnership, including access utility poles, existing conduit, easements, and other tangible or intangible benefits within TCLP's ability to produce or share.

At a minimum, TCLP will assign a point of contact for our Partner and/or its contractor(s), and we commit to providing services to help prevent or lessen conflicts in the Partner's construction schedule. TCLP staff will be prepared to assist the Partner in navigating necessary permitting to streamline planning and construction efforts. Once we have selected our Partner, TCLP is prepared to promptly move forward with the partnership. TCLP will work with the Partner to facilitate the smoothest possible access for construction and installation of the network.

For the selected Partner, TCLP will provide access to non-public resources that identify TCLP infrastructure and, where available, access to existing conduit infrastructure. Such information includes but is not limited to traffic, sewer, water, and storm-drainage facilities. Conduit size and available capacity vary.

In a shared responsibility solution, respondents should also identify any existing assets they may have in the region and how they intend to leverage those for this project. TCLP may cover any franchise fees to the City and pole attachment fees to the appropriate utility, but this should be identified in project costs as a line item to the overall total. Respondents should consider whether they propose to offset the fees with in-kind contributions, including conduit and dark fiber. The shared responsibility solution is not TCLP's preferred option for deployment.

TCLP will work with the selected Partner to facilitate conversations and collaboration between the partnership and jurisdictions that may govern the Partner's access to necessary infrastructure, rights of way, and other components necessary to successfully deploy a robust FTTP network.

## 10. RFI Response Format

TCLP requests the following information—in as much detail as is practicable—from respondents. All responses must adhere to the following response and page requirements. All respondents should follow the order and structure of the requested information, including all numbering as indicated. Please see Appendix C for guidance.

Page requirements are based on Times New Roman or Calibri 12-point font with 1” margins on all sides. Start a new page for each response header. Responses that do not follow this format may be excluded from further consideration.

To receive Appendix A, potential respondents should submit a letter of intent to respond, per the instructions in Section 11.

**Please provide your electronic response in either Microsoft Word, based on the following response structure and numbering:**

1. **Cover Letter:** Please include company name, address of corporate headquarters, address of nearest local office, contact name for response, and that person’s contact information (address, phone, cell, email). Keep response to one (1) page.
2. **Business Model Summary:** Summarize the business model you intend to use for the partnership. This should be a concise explanation of the key components of your business model, including but not limited to the division of network and operations responsibility and ownership. Keep response to two (2) pages.
3. **Affirmation:** Affirm that you are interested in this partnership and address the core project goals in Section 3 and the network design and construction parameters in Section VI, above. List each goal and requirement with a brief statement of how you will comply. Please indicate any requirements to which you take exception, and provide an explanation of the exceptions. Keep response to three (3) pages.
4. **Technical Capabilities:** Using the guidelines in Section 7, describe your technical capabilities, and how they will make your firm an attractive Partner for this project. Keep response to three (3) pages.
5. **Operational Capabilities:** Using the guidelines in Section 8, describe your operational capabilities, and how they will make your firm an attractive Partner for this project. Keep response to three (3) pages.
6. Provide a proposed **network diagram**. Keep response to one (1) page.
7. **Business Structure:** Summarize the business approach you would use for the project. How would your business plan help to meet TCLP’s goals? What are the key assumptions? What are your main areas of risk, and how can TCLP help reduce the risks? What are

TCLP's main areas of risk, and how will you reduce the risk of TCLP? Keep response to three (3) pages. Also, complete Appendices A and B to clarify areas of responsibility.

8. **Open Access:** If you currently operate communications facilities, indicate whether they are operated on an open-access basis. Describe how you would support open access to infrastructure in TCLP FTTP deployment. Keep response to one (1) page.
9. **Schedule:** Describe your proposed schedule for implementing service. Offer a timeline with key milestones. Would you be able to begin service before the entire network is constructed? Are there areas of the greater Traverse City area you would recommend be constructed first? Keep response to two (2) pages (one for response, one for schedule).
10. **Maintenance:** If you are proposing to perform fiber network maintenance, describe your ability to perform maintenance on an ongoing and as-needed basis. Provide estimates of the operating cost of maintaining the fiber optic outside plant for the described fiber network and include your main assumptions. If you are not performing maintenance, who is? Keep response to one (1) page.
11. **Privacy:** Describe your ability to provide secure network service or infrastructure that complies with public safety and other security and privacy regulations and requirements. Keep response to one (1) page.
12. **Financing and Funding:** List any requirements that TCLP must meet for you to partner with TCLP on this project by completing Appendix B – Financial Responsibilities Questions.

Please also provide a one-page flow chart that shows the flow of funds between all parties in your response. Include all sources and uses of funds.

If you do not address this question, we will assume that you are interested in the partnership but have no financial requirements whatsoever of TCLP. This is not the ideal solution that TCLP is seeking at this time, but will entertain such solutions in the event an ideal solution does not exist. Appendix B should be submitted electronically in its native PDF format. Please keep response to the guidelines of the separately attached PDF, plus the one-page flowchart.

13. **Services:** Describe the service options you plan to offer over this network (for example, data only; voice and data; a triple play of voice, data, and cable television; etc.). What download/upload or symmetrical speeds would you offer and guarantee to end users? How will your residential and business offerings differ? What types of service level agreements (for lit services: availability and packet delivery; for dark fiber: repair time) would you be prepared to offer? Keep response to two (2) pages.
14. **Pricing:** Provide your approach to pricing the proposed services. For managed services, please describe factors impacting non-recurring costs (estimated fiber path distances,

equipment redundancy, etc.); recurring costs for varying capacity levels; and any key technical assumptions upon which prices are based. For dark fiber offerings, please describe desired pricing models. Keep response to two (2) pages.

15. **Local Participation and Economic Development:** Provide a statement of how your proposed participation would help the City and the region's economic development goals. Describe your interests and plans to hire local contractors and providers in the greater Traverse City area, and how your participation would help local job creation. Describe your relationships with local businesses in the region, if any, as well as your interest and plans to engage them in this project. Keep response to three (3) pages.

16. **References:** Provide a minimum of three (3) references, including contact information, from previous contracts or partnerships. Keep response to two (4) pages.

Following the response above, please include your completed Appendix A and Appendix B. Keep Appendix A in its native Microsoft Excel format. Keep Appendix B in its native PDF format. Appendix C shows the required structure for responses and should be used as a guide.

## 11. Response Process

We ask that all respondents provide all requested material and that all respondents complete the attached responsibility matrix (Appendix A) and financial responsibilities questions (Appendix B), and submit each in the format (structure and page limitations) specified in the RFI instructions in Section 10.

**Respondents must submit at least one (1) electronic copy to [smenhart@tclp.org](mailto:smenhart@tclp.org) and one (1) paper copy of their RFI response to:**

**Traverse City Light and Power  
Attn: Scott Menhart  
1131 Hastings St.  
Traverse City, MI 49686**

All correspondence regarding this RFI should be directed to [smenhart@tclp.org](mailto:smenhart@tclp.org). TCLP cannot guarantee that any correspondence directed elsewhere will be received or considered.

### Letter of Intent

All interested respondents are asked to submit a letter of intent via email by **4:00 PM EST May, 21 2018** to [smenhart@tclp.org](mailto:smenhart@tclp.org).

Parties that submit a letter of intent will receive Appendix A in its native Excel format for completion of the RFI; this Appendix must be included in all final responses to the RFI.

The letter of intent should include the **company name and the name, title, phone number, and email address** of the respondent's primary point of contact, and should indicate that the respondent intends to submit a formal response to the RFI. The letter of intent can be contained in the body of an email, and does not have to be a formal, standalone letter.

### Questions

Questions related to this RFI should be emailed to [smenhart@tclp](mailto:smenhart@tclp) no later than **4:00 PM EST on June 1, 2018**.

## **Response Deadline**

Final RFI submissions must be delivered via email AND delivered in person or received by mail no later than 4:00 PM EST on June 29, 2018. Please deliver or mail the final RFI and the completed required Appendix in a sealed envelope to the following address:

**Traverse City Light and Power**  
**Attn: Scott Menhart**  
**1131 Hastings St.**  
**Traverse City, MI 49686**  
**Late responses may not be considered.**

**Please identify any proprietary and/or confidential information contained in your response.**

## **Summary of RFI Process Deadlines**

The following is the schedule for responding to this RFI. The schedule is subject to change:

**May 7, 2018** – RFI issued

**May 21, 2018** – Deadline for submitting letter of intent to respond to RFI

**June 1, 2018** – Deadline for submitting questions

**June 15, 2018** – Responses to questions due (from TCLP)

**June 29, 2018** – RFI responses due

TCLP thanks you in advance for your thoughtful response.

## **12. Personal Presentations**

At its discretion, TCLP may request that vendors and other parties that provide a timely response to this RFI make an individual and personal presentation to better explain information or solutions identified in the response. These presentations, if requested by TCLP, shall be held at a time and place to be determined.

## **Appendix A: Responsibility Matrix**

Appendix A will be provided electronically to those parties that submit a letter of intent, per the instructions in Section 11.

Please submit Appendix A in its native Microsoft Excel format. Submissions that do not follow the instructions in Section 10 and Section 11 may be excluded from further review.

## **Appendix B: Financial Responsibilities Questions**

Appendix B is included as a separate file.

Please submit Appendix B in its native PDF format. Submissions that do not follow the instructions in Section 10 may be excluded from further review.

## **Appendix C: Response Form Outline**

Appendix C is included as a separate file.

All responses should follow the instructions and outline in Section 10 and Appendix C. If any discrepancy exists, instructions in Section 10 should supersede all other directions.

## **Appendix D: Phase One Deployment Map**

Appendix D is included as a separate file.