



**Town of Frisco, Colorado  
Request for Proposals  
Frisco Broadband Strategic Plan**

**Release Date: September 2, 2022  
Submittal Deadline: October 14, 2022 at 4:00pm**

## Introduction

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The Town of Frisco has approximately 3,000 year-round residents spread over 1.89 square miles, and is surrounded on three sides by Federal public land and on one side by Dillon Reservoir. The Town is served by Interstate 70 with two exits and by Highway 9, which runs north to south through the Town's Summit Boulevard business district to the Frisco Adventure Park. Tourism is foundational to Frisco's economy and the town can see over 4 million visitors per year due to Frisco's close proximity to Denver (just 90 miles) and six ski resorts, including Breckenridge and Vail.

Frisco has a thriving economy with 467 business license holders with a physical location in Frisco, including larger retailers such as Walmart, Whole Foods, and Safeway. There are approximately 3,600 residential units in Frisco and 34.5 lane miles of paved roadway. There is one elementary school within Town limits and a regional middle school just outside of the Town limits. Also, the region's only hospital is located to the south of town and outside of Town limits.

While cellular service is available, it is often unreliable, although some improvements seem possible with the recent addition of small cell towers in some Frisco locations and the possible construction of a new larger cell tower in Frisco. Frisco's highest speed and widely available internet service is either cable or DSL service. The need for a broadband network with higher download and upload speeds and greater reliability has become apparent amidst frequent town wide outages. Redundancy in service and faster upload and download speeds, as well as affordability, are vital to support commerce, emergency response capabilities, access to education, and quality of life in Frisco.

In February 2020, Frisco Town Council passed a dig once ordinance, which provides the Town with opportunities to install fiber infrastructure whenever excavation is being done for local, state or private projects. The Town has been installing conduit when possible using this ordinance, and while some conduit has been installed as opportunity allowed, the fiber has not been installed in conduits. Also, there is not a strategic plan regarding how the Town can best support business and resident internet needs by supporting widespread access to broadband.

## Project Goals and Scope

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The Town of Frisco is seeking a contractor to develop a strategic plan for broadband. The development of a strategic plan should address how to best serve the internet needs of Frisco residents and businesses and how public and private entities could work together towards a common goal of improving broadband capability in Frisco through the installation of a fiber network throughout Town.

### Project Scope

The scope of work will include, at a minimum, the following tasks:

- **Project management** – The consultant will be responsible for the development and facilitation of the project schedule, and coordination of all activities, tasks, meetings, and deliverables with the Town’s designated project manager. Deliverables to include an actionable and easy to understand plan document that encourages understanding and implementation of the plan by those without specific broadband and fiber technical knowledge.
- **Public Process** – The consultant will be responsible for developing and managing a public input process that will include stakeholder interviews and one public meeting or survey to assess broadband needs and cost sensitivity.
- **Current conditions**- The plan should inventory current conditions, including a comprehensive map of existing conduit laid by the Town and presently available internet services.
- **Partners**- The plan should identify future public and private partners who could make implementation more efficient and how they could assist in providing broadband service to businesses and residents. This should also include an outline of how the Town could partner with the THOR Project and the Colorado Department of Transportation and how these opportunities might benefit Frisco’s broadband future.
- **Community impact**- The plan should outline the future economic impact of broadband infrastructure on Frisco, as well as any impact on emergency services in the community.
- **Budget and Funding**- The plan should provide information regarding a suggested yearly budget to include phasing and potential future funding opportunities for broadband. This should also include the data about cost sensitivity collected during the public process and what service fees might look like depending on the service model chosen by the Town, whether it is public, private or a combination.
- **Implementation**- The plan should investigate and provide various scenarios with associated costs that include all feasible public or private options or a combination of public and private options for broadband implementation and ongoing service and sales. This should include scenarios which address middle mile and last mile fiber deployment and redundancy, as well as consumer service business models to most efficiently provide and bill for broadband, while providing exceptional customer service.
- **Fiber ownership**- The plan should include various options around public and private ownership and possibly leasing of conduit and fiber and the associated opportunities, costs, and risks.
- **Other communities**- The plan should touch on best practices in other communities that have had experience with leading a broadband effort in their communities.
- **WIFI**- The plan should outline the opportunities and costs around having widely available high speed public WIFI on Frisco’s Main Street commercial area.

## Timeline

The Consultant will demonstrate successful past experience on projects of similar scope and character, and production capacity to meet the project goals and schedule. The Frisco Broadband Strategic Plan is expected to be completed in four to six months.

## Submittal Information

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### Important Dates

RFP Release Date	Friday, September 2, 2022
<a href="#">Virtual Meeting for Interested Parties</a>	Tuesday, September 13, 2022 at 1:00 pm
<i>(Attendance at the virtual meeting is not required)</i>	
Questions Due	Friday, September 16, 2022 by 4:00 pm
Responses to Questions	Wednesday, September 21, 2022 by 4:00 pm
Proposals Due	Friday, October 14, 2022 by 4:00 pm
Virtual Bid Opening	Monday, October 17, 2022 at 4:00 pm
Virtual Interviews	Week of October 17, 2022
Potential Bid award by Town Council	Tuesday, November 8, 2022

### Proposal Requirements

1. Letter of Proposal and Commitment: This letter should identify the firms and key staff who will be working on the project, and commit them for the duration of the project, if selected. The letter should also state that the firm has read and understands the requirements of the RFP. This letter must be signed by a duly authorized official of the appropriate firm.
2. Qualifications: This refers to the ability of the proposer to meet the terms of the RFP, and should include at least two examples of projects (with contact information for lead client staff contact of such projects) completed within the past three years that will confirm the proposer's expertise in providing comprehensive planning services. Examples must be specific to the key staff identified in (1) and be at or near completion at the time of submitting the RFP.
3. Methodology and Approach: Provide a comprehensive description of proven methods and plans for carrying out the Project Scope as detailed above. Philosophical approach to individual and team work should be considered as a part of this request.
4. Additional Items: Include all other pertinent information regarding this RFP, particularly anything that the proposer feels addresses why its business or team would be a good match for this project.
5. Schedule: Proposer shall submit a preliminary timeline of dates and schedule for the planning process including, but not limited to, start date, proposed end date, public meeting dates, draft product dates, etc.
6. Rate Schedule: Proposer shall submit a schedule of rates and total costs applicable to the RFP. Rates shall reflect the allocation of key staff personnel and subcontractors to the project. This schedule of rates should include all information regarding reimbursable, ancillary services, payment schedules to subcontractors, add-ons, etc.

### Evaluation Criteria

The successful firm or team will be motivated to work with staff, community members, and elected officials on a strategic broadband planning effort and will have expertise in the following areas:

- Broadband strategic planning and implementation
- Partnership and funding opportunities
- Public participation and communication
- Technical knowledge and ability to provide easy to understand explanations around technology

The following is a list of weighted criteria that will be used to evaluate proposals:

Proposer Qualifications and experience	30%
Methods and approach	30%
Understanding of Frisco & broadband needs	20%
Proposed fees and costs	20%

## Deadline and Instructions

Please submit digital copies of the proposal either via email to the address below or via flash drive delivered to the address below. There is no limit on the number of pages or proposal size, but concise proposals are encouraged. Please note: files over 10 MG cannot be accepted via email and must be delivered via flash drive or through a file share service such as Dropbox. Submittals must be received no later than **4:00 pm on Friday, October 14, 2022.**

Email: [VanessaA@townoffrisco.com](mailto:VanessaA@townoffrisco.com)  
 Delivery: Town of Frisco  
 Attn: Vanessa Agee  
 1 Main Street  
 PO Box 4100  
 Frisco, Colorado 80443

The Town will not accept late proposals. The Town reserves the right to reject any or all proposals or accept what is, in its judgment, the proposal which is in the Town's best interest. The Town further reserves the right, in the best interests of the Town, to waive any technical defects or irregularities in any and all proposals submitted.

During the Request for Proposal selection process, all proposals shall remain confidential. The entire selection process (procurement) file shall be opened to the public (which includes all proposers) after an agreement is approved by the Town, except those items for which confidentiality has been requested in writing by the Proposer, and providing that the Town Attorney has reviewed and determined this to be properly confidential under the State Open Records Act and other relevant statutes and regulations.

## Questions and Answers

All questions concerning this RFP must be submitted by email to Vanessa Agee, Director of Communications for the Town of Frisco, at [VanessaA@townoffrisco.com](mailto:VanessaA@townoffrisco.com) by **Friday, September 16, 2022 by 4:00 pm**. Addenda, reports, and responses to questions will be distributed by **Wednesday, September 21, 2022 by 4:00 pm**. Please check the [Town website for any addendums to the RFP](#).

## Proposer Interviews

The Town plans to conduct virtual interviews with selected firms during **the week of October 17, 2022**. The Town requests the proposers seek to make themselves available during this time. Any cost incurred by the respondents in preparing or submitting a response to this RFP or interviewing for this project shall be the respondents' sole responsibility.