



**Proposal to Camden / Rockport Broadband Task Force
For Professional Broadband Consulting Services
by Mission Broadband, Inc.**

Contact Information:

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Cover Letter

Thank you for your time and allowing us to be part of your June 10th meeting. We are pleased to provide a broadband consulting proposal to the Camden / Rockport Broadband Task Force. Mission Broadband understands Camden and Rockport's desire to deliver a quality broadband infrastructure to their communities.

This response is being submitted by Mission Broadband, Inc., a company within the ProInfoNet family of companies, originally founded by Jim Rogers in 1995 as independent technology consultants. Our team has provided superior consulting services to its clients across the United States for the past 24 years.

Mission Broadband was formed to focus on the needs of broadband within municipalities. The combined resources and experience of our family of companies strongly qualifies Mission Broadband for working with your Towns' on their broadband project. Our team has years of industry experience performing broadband network consulting, including feasibility studies, business modeling, engineering, design, build, implementation, project management and support. Our multi-faceted experience covers municipal, healthcare, private, ISP and broadband networks. Mission Broadband's team of professionals has managed large fiber projects and understands the operational and financial models that drive network builds and ongoing operational services.

Mission Broadband is an independent consultant. We are not affiliated with any Internet Service Provider (ISP) or Telecommunications company. We remain vendor neutral and technology neutral, allowing us to work with our clients without any concern regarding conflict of interest statutes and laws within your Towns' or the State.

Mission Broadband takes an open and creative approach to each project and seeks to solve municipal and regional broadband needs in the most efficient and transparent manner. We value our relationships with our clients and work diligently to deliver outstanding customer service.

Please accept this proposal on behalf of Mission Broadband, Inc. We look forward to working with the Camden / Rockport Broadband Task Force on a successful broadband project.

Name: John E. Dougherty
Title: Vice President and General Manager, Mission Broadband, Inc.

Signature: _____

Overview

The purpose of this proposal is to provide your Broadband Task Force with some next steps on navigating the broadband landscape in your communities. We will outline three specific Scopes of Work to be considered for the work Mission Broadband would perform on behalf of the Broadband Task Force.

High-Level FTTP GPON Design

RFP Process

Financial Modeling

From previous meetings and e-mails with your towns' representatives and our Camden / Rockport Broadband Task Force meeting this month, Mission Broadband understands the your collective desire to quantify a quality broadband infrastructure for your communities, while also exploring potential regional needs and partners or Service Providers who may be willing to participate in deployment and service of a municipal broadband network. The towns of Rockport and Camden have conducted a variety of outreach actions to the townspeople and businesses, capturing data and the interest of expanding broadband infrastructure within their communities. Mission Broadband has also reviewed the 2015 Tilson plan for the towns of Rockland, Rockport, and Owl's Head. In addition, Mission Broadband conducted a "Social Distancing Broadband Impact Survey" and has reviewed this data as well as providing all data sets to the Towns.

It is our understanding the Broadband Task Force prefers a Fiber-to-the-Premise (FTTP) solution but is open to other technology solutions providing they can perform at required network standards such as bandwidths and latency which will be outlined in our project discussions. For the purpose of the high-level design outlined in this proposal, Mission Broadband will focus on a FTTP, Gigabit Passive Optical Network (GPON) solution.

The High-Level design will be used in the Request for Proposal (RFP) process providing clarity to vendors who will respond to the RFP. Upon discretion of the Broadband Task Force, Mission Broadband suggests opening up the RFP so vendors can be creative with their designs, but adhering to the specifications outlined, i.e bandwidth, latency, SLA, etc. Our experience recommends this approach to solicit a better quality of vendor responses. Ultimately recommendation from the Broadband Task Force will determine final RFP specifications.

All data will be used to develop a financial modeling document for use by the Broadband Task Force in exploring deployment of broadband infrastructure. The financial model will have multiple inputs and ability to add variables for establishment of different deployment models.

Scope of Work and Approach

High-Level FTTP GPON Design

The documentation will include, a map showing Central Office(s) locations, fiber cable backbone, distribution and premise drops laid out, Central Office specifications and Bill of Material (BOM). Obtaining pole and structure assets will be used for input into software used for a high-level design. We typically can use pole and structure data provided by Town and power company. We will also work with the Broadband Task Force for layout of appropriate parcels of land, buildings, bridges, etc. Mission Broadband will also discuss with Broadband Task Force available land for placement of Central Offices and/or outside plant required pedestals.

- **High-Level Design Document**
 - Location of Central Office(s)
 - Location of Hubs/Cabinets
 - Fiber Routes (Underground and Aerial)
 - Size and amount of each fiber cable
 - Central Office(s) specifications
 - High level Bill of Material (BOM)

A key element for performing the High-Level design includes the following:

(Existing resources from Towns' and Mission Broadband non-disclosure agreement with CMP)

- Vertical and Aerial:
 - Vertical asset location latitude (pole and structure)
 - Vertical asset location longitude (pole and structure)
 - Identify street or road or route (pole and structure)
 - Identify pole owners (joint owners)
 - Identify electric structure ID (route and pole number)
- Underground or buried:
 - Identify street or road or route
 - Identify (Manhole, handhole, pedestal, etc.) asset number
 - (Manhole, handhole, pedestal, etc.) underground asset location Latitude
 - (Manhole, handhole, pedestal, etc.) underground asset location Longitude

Request for Proposal (RFP) Process:

Mission Broadband's RFP process is open and fair to all respondents. As a vendor neutral independent consultant, we rate all respondents by pre-determined criteria agreed upon with the Broadband Task Force. The purpose of our RFP process is to elicit quality designs and accurate pricing for the Towns. This work will feed the financial modeling and provide the Broadband Task Force with accurate costs and projections to help determine feasibility of a broadband network deployment.

- Develop a draft RFP based on the specifications gathered.
 - Towns data collection
 - Broadband Task Force and stakeholder requirements
 - High-Level Design
 - Other conditions as needed
- Facilitate review and finalization of the draft RFP.
- Prepare final RFP(s) based on input from the Broadband Task Force.

- Determine vendor rating/selection criteria.
- The Mission Broadband team will support issuance of the RFP and the team of experts will field and manage questions and answers with prospective vendors.
- Expected RFP open competitive bid period will be 4 to 6 weeks.
 - Extended bid response times possible if requested by respondents and agreed to by the Broadband Task Force.
- The Mission Broadband team of experts will evaluate all proposals as follows:
 - Review each vendor proposal based on the requirements and specifications in the RFP.
 - Rate each vendor proposal based on the approved vendor rating/selection criteria.
 - Evaluate proposed technology solutions based on the requirements and specifications in the RFP.
 - Perform a comparative analysis of all vendor(s) costs.
- Mission Broadband will prepare a report summarizing each vendor proposal along with a ranking based on the approved vendor rating/selection criteria.
- Present the report to the Broadband Task Force and Stakeholders.

Financial Modeling:

The scope of the financial modeling will involve development of a dynamic document to be used by Broadband Task Force in understanding deployment models of a broadband network. There will fixed costs as well as variable inputs helping identify options of overall project costs.

- Data sets
 - CAPEX, OPEX, ROI, Take Rates, etc.
 - Input from Broadband Task Force collected data
 - Information obtained through RFP process
- Deployment option
- Potential revenue sharing options
- Identify risks

Mission Broadband Timeframe and Pricing

Scope of Work	Timeline	Cost
High-Level FTTP GPON Design	6 to 8 weeks	\$8,925
Execute RFP Process	8 to 10 Weeks	\$9,195
Financial Modeling	4 Weeks	4,135

As previously mentioned, Mission Broadband is an independent consultant and not affiliated with any Internet Service Provider (ISP) or Telecommunications company.

Thank you for your review of Mission Broadband's proposal. We appreciate your diligence in reviewing our proposal and we are available to review and clarify questions with the Broadband Task Force as your schedule permits. From our experience working with communities, Mission Broadband appreciates the social and economic impacts for Camden and Rockport to have a high-speed broadband network. The revitalization of the community, remote work force development, tele-health and education are all benefits of a broadband network. Mission Broadband looks forward to working with the towns of Camden and Rockport on this important broadband project.