



REQUEST FOR PROPOSALS
Fiber Broadband Strategic Plan and Community Outreach
for Northwest Connecticut

OVERVIEW

The Northwest Hills Council of Governments (NHTCOG), in cooperation with Northwest ConneCT, is seeking a qualified consultant/consulting firm to design a Fiber-to-the-Home (FTTH) Broadband Strategic Plan and then develop and conduct robust community outreach about the Strategic Plan to town leaders and the public in our region.

NHTCOG is a coordinating body for chief elected officials maintained by twenty-one municipalities in northwest Connecticut. NHTCOG will administer the funding for this work.

Northwest ConneCT is a non-profit advocacy group formed for two purposes: to orchestrate for our region a universal gigabit data highway using fiber optic transmission lines; and to promote economic and community development made possible by such a network.

TASKS AND COMPENSATION

1. Design the NWCT FTTH Strategic Plan to be easy to read, graphically interesting, and useful to the intended audience(s).
2. Develop a robust communication strategy for the Strategic Plan and implement it. This could include a digital media campaign, paid social media, and/or videos/podcasts.
3. Meet with chief elected officials in the region to share information about fiber-optic broadband deployment options.
4. Support and coordinate local FTTH broadband task teams in the region by providing these local teams with information and resources. Plan and host webinars or Zoom meetings as needed to continue the ongoing dialog with local task teams and/or chief elected officials.
5. Create tools (handouts, social media posts, etc.) for local fiber-optic task teams to help them communicate broadband needs and possible solutions. Post new information regularly on Northwest ConneCT's Facebook page.

Funding budgeted for this work totals \$42,000.

PROJECT TIMELINE AND OVERSIGHT

The project will be initiated ASAP and completed no later than June 30, 2022. The consultant's work will be overseen by the NHTCOG's Executive Director and the President of Northwest ConneCT.

QUALIFICATIONS AND SELECTION OF CONSULTANT

A selection committee will review responses to this request for proposals. The recommendation of this selection committee will be forwarded to the NHCOC board to approve the selection of a consultant.

The following criteria will be used in evaluating proposals:

- Previous experience in the services required and overall qualifications of the consultant.
- Experience with similar community outreach projects
- Excellent communication and public relations skills
- Consultant cost estimate, and associated allocation of personnel resources for completion of the project tasks.
- Reasonable proximity to the Northwest Hills Region and knowledge of the region.

SUBMITTAL REQUIREMENTS

1. Name and address of firm or individual and contact name.
2. List of proposed personnel noting relevant experience.
3. Proposed scope of work and deliverables.
4. Cost estimate for proposed work.
5. Description of similar projects completed and contacts for professional reference.
6. Statement of capability to perform the required work within the required time frame.

To be considered, consultant proposals must be submitted in electronic form by email to jayer@northwesthillscog.org and be received **noon on December 7, 2021**.

No oral interpretations will be made to any potential respondent as to the meaning of any requirements specified within this RFP. In preparing the consultant's response, the respondent shall rely on what has been communicated in writing and no oral communication shall become the basis for any subsequent protest of the selection process. NHCOC retains the right to reject any submittals, request additional information, or re-issue this RFP.

NHCOC is an Affirmative Action Equal Opportunity Employer. M/F/V/H/EOE