

**Request for Proposals**  
**Wireless Infrastructure Market Augmentation (Wima) Study**  
(Issued September 28, 2021, due **November 5, 2021**)

Introduction

The Town of Cape Elizabeth, Maine (pop. 9,534), [www.capeelizabeth.com](http://www.capeelizabeth.com), located within the Greater Portland Maine metropolitan area, seeks professional consulting assistance to evaluate existing wireless service and develop alternatives for the Town to financially participate in augmenting market driven network expansion.

Description of work

The Town of Cape Elizabeth has identified improved wireless services as a goal for several years. Traditional, market-driven wireless infrastructure expansion has not expanded to meet citizen expectations. In addition, market forces are not expected to meet demand in the near future (3-5 years).

The Town is seeking a consultant with expertise in wireless infrastructure to advise the town on potential options to become a financial partner/investor to improve wireless infrastructure. Once alternatives are reviewed, the Town may seek a second proposal to partner with wireless providers, but that is not included in this proposal.

Scope of Work

1. The consultant will meet with the Town Council, staff and other groups as designated by the Town Council to review expectations for the study and approve a schedule and workplan (estimate 2 initial meetings with Town Council, meetings with staff as needed). It is expected the workplan will include a variety of wireless services, such as but not limited to cell phone service, internet coverage, capacity and speed.
2. The consultant will prepare an analysis of existing wireless infrastructure coverage levels in the Town of Cape Elizabeth. The analysis will identify “dead spots” and areas with service deficiencies. To identify deficiencies, standard service levels will be proposed by the consultant that are adequate for modern households and commercial businesses.
3. Based on information from private service providers and general knowledge of the consultant, the consultant will advise on expected service levels offered by the market.
4. The consultant will develop alternatives for Town Council consideration in which the town can proactively and financially partner with a wireless provider(s) to augment service levels above what would otherwise be available through market expansion.
5. As an add alternate, if the Town Council decides to pursue a market augmentation alternative, the consultant may be asked to assist with the second RFP specifications.

Proposal contents: The proposal shall include:

1. The proposer shall lay out a workplan responding to the Request for Proposals.
2. The principal doing the work, as well as any partnering firms or entities, should be identified, with contact information, and their qualifications provided. Recommendations are preferred but not required.
3. The proposer shall indicate that they have sufficient time to dedicate to the Wima study and to complete work to be performed no later than **May 30, 2022**, unless extended by the Town of Cape Elizabeth.
4. The proposer shall provide examples of similar completed work (links are preferred).
5. Cost to perform the project. Costs may be broken into an “a la carte” menu.

### Funding

\$15,000 has been set aside, and may be adjusted at the discretion of the Cape Elizabeth Town Council.

Evaluation of Proposals: The Town of Cape Elizabeth will review proposals and selected proposers may be asked to schedule an interview. In evaluating the proposals, the following may be considered:

1. The quality of the proposal in responding to the Wima study scope of work.
2. The ability, capacity, and skill of the bidder to perform the contract,
3. Whether the bidder can perform the contract promptly, without delay or interference;
4. The quality of performance of previous contracts or services;
5. The number and scope of conditions attached to the proposal;
6. In the event of proposals of equal quality and service, preference may be given to a local vendor.
7. Assuming notification of a successful proposal by December 31, 2021, when will work commence.

Proposal submission deadline: **November 5, 2021**

Submission: One digital copy and one paper copy of the proposal shall be submitted to:

Maureen O’Meara, Town Planner  
320 Ocean House Rd  
Cape Elizabeth, Maine 04107  
207-799-0115  
Maureen.omeara@capeelizabeth.org