

CVFiber Public Engagement and Marketing Services RFP
Questions and Answers

CVFiber received the following Questions to its Public Engagement and Marketing Services RFP.

Proposals are due by 5:00PM on August 1, 2022 to public-engagement-rfp@cvfiber.net

CVFiber Note: Questions received that are substantially similar and which therefore have the same answer, have been categorized under the same Question number below, but the precise Question language has been identified separately within that Question alphanumerically as (a) (b), etc.

Question 1

- a) Please confirm the length of the contract.
- b) What is the proposed term length for the contract given that marketing services are continuous and ongoing?

Answer 1

CVFiber anticipates constructing its network over a period of four years and expects to need services over the term, and perhaps longer. The type and level of service will be determined by the campaign developed by the successful vendor and adopted by CVFiber.

Assuming the successful development of a campaign and its ongoing success, we would anticipate a two-year contract with annual renewals with some agreed-upon performance obligations to be met to keep the contract intact

Question 2

- a) Please share an overall budget amount.
- b) Is there an associated budget for the potential marketing partner that has been already assessed in the CVFiber business model?
- c) Do you have a budget for the marketing function? What is the suspected bracketed range (low, high)?

Answer 2

- a. Successful campaigns cost money. We understand that and are willing to invest such funds as needed that will meet the success metrics tied to the campaign. We have not established a budget for the 2022 – 2026 timeframe, as our campaign has not yet been developed.
- b. No.
- c. No.

Question 3

The contact email listed in the Calendar of Events public-engagement-rfp@cvfiber.net does not appear to be active ...

[CVFiber Note: The second half of this Question which included an incorrect email address has been redacted to prevent confusion].

Answer 3

The contact email listed in the Calendar of Events public-engagement-rfp@cvfiber.net is active and should continue to be used for all correspondence related to this RFP.

Question 4

- a) Please explain the potential relationship with Cornerstone and CrowdFiber and proposed services in relation to both organizations
- b) Who are the partners you reference (are they Cornerstone and CrowdFiber)? Or do you mean the municipalities in the footprint? Assuming the former, how involved will they be? Are they lead, and we are to support, or do we take lead, and they and their materials play a supporting role? Assuming the latter, what communications channels do they own, and will you be able to access them?
- c) What is the extent of your engagement with [Cornerstone] and how do you envision us working with them to leverage the assets they are providing?

Answer 4

CVFiber was referring to Cornerstone and CrowdFiber as marketing partners in its RFP. This Answer, therefore, is as to these partners, not as to the municipalities or member communities.

CVFiber's onboarding with CrowdFiber is in process and therefore the scope of services with CrowdFiber is to be determined. However, CrowdFiber will be providing website interface technology so that our subscribers will have visibility for when their address will be available for service, and would permit users to sign up for services. We may require design improvements on how the CrowdFiber tool is accessed on our website.

Cornerstone provides generic telco marketing materials. A successful bidder may make use of Cornerstone's materials to make sure that the design, timing, platforms, images and messages on our materials are consistent with our goals and locale.

Question 5

- a) Who is currently providing internet services for the 8,000 "served" locations?
- b) Who are the competitors that exist right now? Presumably: StarLink, Consolidated Communications, Comcast, Others?

Answer 5

- Waitsfield Champlain Valley Telecom
- StarLink
- Consolidated Communications & Fidium
- Xfinity /Comcast

- Kingdom Fiber
- Trans-Video
- TDS

The parameters on our funding and the marketing goals are to reach the unserved and underserved, and our target communities have not been commercially viable to the competition.

Question 6

How will your internet speeds and pricing compare with these competitors?

Answer 6

CVFiber will be offering speeds of 100/100 Mbps to 1 Gig and more to those who are not being served, or are being unreliably served at 25/3 Mbps at reasonable and competitive rates.

Question 7

There are two different pricing plans on WCTV's website (price list 1 & price list 2). Which listing reflects the actual plans currently being offered?

Answer 7

CVFiber will offer its own service packages and its own pricing models. While Waitsfield Champlain Valley Telecom is operating our community-owned network as a contractor, the subscriptions will be CVFiber subscriptions at CVFiber subscription rates.

Question 8

Who will we be interfacing with? In other words, who would be our 'client'; is there a marketing head? Chuck Burt? The Communications Committee? The Governing Board?

Answer 8

Your primary points of contact with CVFiber will be the Chair of the Communications Committee and the Executive Director. While the Communications Committee is beholden to the broader board, they are empowered to approve the execution of a lot of the activities the successful bidder will be asked to take on. That said, there will need to be monthly board updates produced and some initiatives may require board approval prior to proceeding.

You will also interface with CrowdFiber and Cornerstone. The adopted campaign might identify other parties with which there may be a need to interface.

Question 9

Market Segmentation: How will you approach segmentation of the market?

Residential/Business/Municipal; Have you developed go-to-market strategies for each that you're willing to share, or are these in development?

Answer 9

We are seeking a bidder or bidders to assess these markets and develop strategies for each. Our market is primarily rural residential.

Question 10

- a) What is Success?
- b) How are you defining the success of the campaign effort?
- c) Do you have penetration share numbers you are looking to hit?

Answer 10

Success is brand recognition of and trust in CVFiber from our residents and member communities, subscription rates that exceed annual and total projected take-rates and reaching those that need assistance and connecting them with that assistance.

Question 11

What do you think will be the most difficult aspect of this effort?

Answer 11

Reaching and setting realistic expectations to the rural residential community may be a challenge because most of the people we talk to in our communities are understandably very anxious for high-speed internet.

Question 12

Can you share with us the Google Analytics data from the current site?

Answer 12

CVFiber will make this information available upon award of the bid or bids.

Question 13

Do you see a major overhaul of the website as part of this work?

Answer 13

Overhaul of the website is an option.

Question 14

Is revisiting the logo an option?

Answer 14

Revisiting the logo is an option if there is a good business case to do so, however we do not believe it to be our top priority at present.

Question 15

While we understand that Automotive Liability insurance is important, we do not believe it is necessary for a marketing agreement where there is no use of automobiles for the engagement, would you agree?

Answer 15

Attachment 2 of the RFP - Standard State Provisions for Contracts and Grants ("Attachment C") states:

“Automotive Liability: The Party shall carry automotive liability insurance covering all motor vehicles, including hired and non-owned coverage, used in connection with the Agreement. Limits of coverage shall not be less than \$500,000 combined single limit. If performance of this Agreement involves construction, or the transport of persons or hazardous materials, limits of coverage shall not be less than \$1,000,000 combined single limit.”

Thus, if in executing the scope of work requires automobile travel, insurance will be required; if the work does not require automobile travel, insurance will not be required.

Question 16

Under Ongoing Scope Item #1, your RFP includes “Conduct market research and demographic analysis to deeply understand our potential customer base as well as other personas in our community that we need to communicate with regularly. Do you have active/accurate email addresses for all or most of those being surveyed in the market research? Do you have phone numbers?”

Answer 16

CVFiber has some email addresses and phone numbers that we have collected, but not for “all or most” of the anticipated customer base. We have addresses and owner names from the statewide parcel database.

Question 17

With regard to “other” personas, do you have specific (potential) contingents in mind? Do you have an example?

Answer 17

Previously unserved or individuals who have not previously had experience with the internet or email, including the very poor and the elderly.

Question 18

Although you don’t mention it, can we assume you want to also understand businesses (small businesses) and business personas?

Answer 18

Yes. However, our demographics are mostly rural residential. There are some businesses and municipalities. We have the names and addresses of all businesses in the district.

Question 19

The RFP states there are 14,000 addresses in your territory and of these addresses, nearly 6,000 are unserved or underserved. Within the scope of this RFP and near-term research efforts, do you need to include/understand the entire community of 14,000? Or, would you prefer to start with the nearer-term territories where fiber will be available within 12-18 months?

Answer 19

Our primary focus is on the unserved and underserved where fiber will be available in the first 18 months, but we do want to understand the greater community with an eye toward long-term

public engagement. We definitely are interested in capturing subscribers who have higher speed internet.