

# Request for Proposals

## Town of Mooresville Wireless Telecommunication Consulting Services Issued January 12, 2023



**Proposals Required by**  
March 10, 2023

**Town of Mooresville  
Town Hall  
413 N. Main St  
Mooresville, North Carolina 28115  
RFP-700-02**

**REQUEST FOR PROPOSAL**  
**Wireless Telecommunication Consulting Services**  
**SCOPE OF SERVICES & PROPOSAL**

**Purpose**

The Town of Mooresville invites qualified firms to submit proposals to assist the Town in developing a wireless telecommunications strategy to optimize Town assets while achieving a balance between citizens' demands for wireless telecommunication services and the visual impact of towers/structures. In particular, the Town seeks proposals to maximize existing towers and develop new wireless telecommunication towers on select Town properties where impact to neighboring properties would be minimal. In addition, the selected firm will be required to develop a marketing plan to recruit wireless communication service providers, as well as provide technical assistance for site development.

**Project Objectives:**

The Town seeks to develop a cohesive management and development strategy for building-out wireless communications facilities (WCF). The Town desires to:

- Achieve a balance between citizens' demand for wireless telecommunication services and concerns about the visual impact of towers/structures on their quality of life
- Satisfy commercial wireless telecommunication service providers in accordance with federal, state, and local regulations
- Limit the proliferation of towers/structures across the Town landscape
- Optimize the revenue-generating potential of Town assets and properties

**Schedule and Submittal:**

RFP Schedule

Issued: January 12, 2023  
Written questions due : February 9, 2023  
Addendum issued (if needed): February 15, 2023  
Proposals Due: March 10, 2023, 4:00 PM

## **Written Questions:**

Questions or comments regarding this RFP (except to inquire about the number of addenda issued) must be in writing and received by the Town of Mooresville no later than February 9, 2023. Written questions are to be emailed to [dwhitaker@mooresvillenc.gov](mailto:dwhitaker@mooresvillenc.gov) .

The Town shall not be obligated to answer any questions received after the above specified deadline or any questions submitted in a manner other than as instructed above.

## **Background**

The Town's utility service area includes the area within the corporate town limits and parts of southern Iredell County. 2020 census data indicates a population of just over 50,000 residents in Mooresville. This is an increase of 35% since the 2010 census. As such, the Town anticipates significant increase in demand for wireless services over the next 30 years. The Town currently generates approximately \$200,000 in revenue across five locations.

## **Scope of Service**

Applicants shall submit a comprehensive plan proposal to outline how the Applicant will assist the Town with developing a wireless telecommunications strategy to optimize Town assets while achieving a balance between citizens' demands for wireless telecommunication services and the visual impact of towers/structures. The submitted plan proposal shall sufficiently outline and follow the following two-phase work plan.

### Phase I – Wireless Telecommunications Development and Marketing Plan

1. Inventory and map all existing tower facilities in and around Mooresville.
2. Identify and map the coverage areas of existing Town owned tower facilities.
3. Identify and map the coverage areas of all wireless telecommunication service providers in and around Mooresville.
4. Identify and map all Town owned sites that are potentially suitable for WCF site development.
5. Develop ranking criteria to reflect marketability of existing and potential WCF sites.
6. Generate maps and reports of the ranked potential WCF sites.
7. Develop build-out strategies and marketing plan for the assets listed below:
  - Asset 1: Town-owned tower space, if any, that may be leased to various carriers

- Asset 2: Cell towers owned by other agencies on leased Town property where the Town collects land lease fees and carrier fees.
- Asset 3: Other Town-owned facilities, including water tanks, municipal buildings, and Town-owned real estate.

8. Provide cost benefit and risk analysis associated with the strategies developed in item 7.

9. Review existing Town ordinances and recommend revisions to reflect best management practices that are compliant with current federal, state, and local laws, and meet quality of life expectations for the Town of Mooresville.

10. Prepare a master lease agreement between the Town and successful applicant for future tower sites on Town owned property and a maintenance agreement for tower facilities currently located on Town owned properties.

11. Provide a timeline of implementation tasks to execute the Wireless Communications Development and Marketing Plan.

12. Provide a draft report for Town staff review. The report should tie all factors listed above into one cohesive development and marketing plan.

13. Provide a final report which incorporates Town staff review and comments. In addition, all original work materials should be provided in the original editable format (e.g., maps in ArcGIS format).

\*\*Please note that the Town reserves the right to select or remove Town owned property (assets) that will negatively impact neighboring properties during Phase I or thereafter.

#### Phase II – Implementation

1. Contact cellular carriers and/or tower providers to generate interest and market Town approved assets identified in Phase I.

2. Prepare pursuit packages and solicit wireless telecommunication service providers.

3. Prepare site lease agreements consistent with the master lease.

4. Provide expert advice to Town staff and the Town Board as needed.

5. Coordinate with other governmental agencies as needed.

6. Attend public meetings and workshops as needed.

### **Projected Timetable**

January 12, 2023	RFP Issued
March 10, 2023	Due Date for Proposal – 4:00 PM
April 2023	Anticipated Consultant Selection and Negotiation of Final Scope
April 2023	Contract Approval
July 2023	Draft Phase I Tasks Due
September 2023	Final Phase I Tasks Due

### **Proposal Submittal Requirements**

The following should be included in your Proposal. The proposal shall not be more than 20 single sided pages, not including front and back covers or dividers. 4 copies of the proposal shall be submitted.

- Describe your approach and understanding of the project and any special ideas, techniques or suggestions that you think might make the project proceed smoothly. Major tasks should be described thoroughly.
- A description of Wireless Telecommunications Development and Marketing Plan projects completed for Municipalities.
- Three References including name of organization, phone number, physical address, and email address.
- Qualifications of the firm and training for this type of work.
- Resumes of the staff that will be used on the project and what their role will be.
- Name, address, phone number of any sub-consultant along with their qualifications for the project and resumes of any key personnel.
- Describe your plan/schedule for completing the work.
- Project Costs/Fees for Completing Scope of Services by Phase and/or Task.

## Evaluation Criteria

Proposal packages will be reviewed and evaluated in accordance with the following criteria and weighting factors:

1. Demonstrated experience of firm in conducting communication tower leasing management and related services in comparable municipal environments: (0 - 30 points)

Below Average	0 - 14 Points
Average	15 Points
Above Average	16 - 30 Points

2. Experience and qualifications of key personnel assigned to the project, including: familiarity with all aspects of site management, tower leasing and co-location processes, and ability to work as part of a multi-disciplinary team: (0 - 15 points)

Below Average	0 - 7 Points
Average	7.5 Points
Above Average	8 - 15 Points

3. Quality of Proposal, Understanding of Project, Proposed Schedule and Project Approach: (0 - 10 points)

Below Average	0 - 4 Points
Average	5 Points
Above Average	6 - 10 Points

4. Project Strategy, Plan and Timeline: (0 - 10 points)

Below Average	0 - 4 Points
Average	5 Points
Above Average	6 - 10 Points

5. Public Sector Clients: (0 - 10 points)

Below Average	0 - 4 Points
Average	5 Points
Above Average	6 - 10 Points

6. Project Costs/Fees (0 - 15 points)

Below Average	0 - 7 Points
Average	7.5 Points
Above Average	8 - 15 Points

### **Form of Submission**

The Town will receive proposals in the office of and addressed to:

Town of Mooresville  
Finance Department  
413 N. Main Street  
PO Box 878  
Mooresville, NC 28115  
Attention: David Whitaker, Purchasing Manager  
**FOUR (4) COPIES OF THE PROPOSAL WILL BE RECEIVED  
UP TO THE HOUR OF 4PM**

The proposal can be delivered via U.S. Postal Service, Commercial Carrier or by Hand. It is the responsibility of each Bidder to ensure their proposal is received on time. Any proposals received after the closing time will not be considered.

### **Terms and Conditions**

- a) Submission of a proposal indicates acceptance by the agency of the conditions contained in this request for proposal unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Town and the applicant selected.
- b) The Town reserves the right without prejudice to reject any or all proposals, to waive any non-material irregularities or informalities in any RFP, to accept or reject any item or combination of items, and to request additional clarification of proposals.
- c) All proposals received become the property of the Town and information included therein or attached thereto, shall become public record upon their delivery to the Town. Any information deemed by the applicants to be protected as a trade secret shall be submitted separately in a sealed envelope along with a statement supporting this assertion.
- d) All costs associated with the preparation of a response to this request are the responsibility of the proposer and are not to be passed on to the Town.
- e) Any applicant wishing to be considered must be properly registered with the North Carolina Secretary of State. Any agency proposing to use corporate subsidiaries or sub-contractors must also ensure that these companies are properly registered.

- f) The applicant selected must have the financial ability to undertake the work and assume the liability. The selected firm(s) will be required to furnish proof of Automobile Liability, General Commercial Liability, and Professional Liability insurance coverages in the minimum amount of \$1,000,000.00 each and Workers' Compensation insurance with minimum coverages as required by the State of North Carolina Statutes.