

REQUEST FOR INFORMATION

Fiber-to-the-Home Internet Service and Network Operator Provider

Response from:



whip city fiber

September 1, 2017

Shutesbury MLP Manager & Board
Town of Shutesbury
1 Cooleyville Road
Shutesbury, MA 01072

RE: Request for Information Fiber to the Home Internet Service and Network Operator Provider

Dear Board Members,

Please find Westfield Gas + Electric's response for proposal enclosed. Please allow this response to indicate our desire and willingness to work with you to successfully provide ISP and Network Operations for the network assets under your jurisdiction.

I look forward to speaking with you further on how Whip City Fiber may be a viable solution for providing network operational services to the MLP and delivering world class ISP services to the residents of Shutesbury.

Sincerely,



Daniel J. Howard
General Manager, Westfield Gas + Electric & Whip City Fiber

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1. Summary

Westfield Gas + Electric (WG+E)/dba Whip City Fiber (WCF) is an Internet Service Provider (ISP) based in Westfield, Massachusetts. The company offers high bandwidth Internet access to its customers.

Westfield Gas + Electric Light Department (WG+E), which operates natural gas and electric distribution franchise territories in Westfield, MA since 1899.

The Department serves almost 30,000 accounts with electric and natural gas distribution service over 40 square miles, and has established a reputation for low-cost, reliable, and friendly service. Of its customer base, roughly 20,000 are electric customers and 10,000 are natural gas. This customer base is comprised of 18,000 residences, 1,500 commercial, and 500 industrial customers. WG+E has revenues in each of the last 5 years more than \$75M. WG+E has been building and operating commercial networks, internet service, and dark fiber offerings for over 20 years.

WG+E is a company driven to provide customers with a complete solution to their entire current and future Internet and private network needs. The company's customer base includes all consumers and all businesses in Westfield, Massachusetts. WG+E has a world-class management team with direct knowledge of the industry, extensive research experience, and unique administration skills.

Initially, fiber optic cable was constructed to benefit the utility by ceasing its reliance on high-priced data circuits purchased by the predecessor to Verizon. Thus, the WG+E constructed over 60 miles of backbone fiber in three interlocking rings around the city, connecting utility facilities, all through internal resources.

Once complete in the late 1990's, the optical system was expanded to sever the City's reliance upon high-priced, low speed data circuits provided by the telephone company. The Department then constructed drops to all municipal facilities including the school system.

Over the next few years, the WG+E continued to find value in the installed fiber, through connecting all municipal and school facilities with high speed data networks. Operationally, the Department replaced its Supervisory Control and Data Acquisition (SCADA) communications that connected the Department's remote facilities, providing secure, real-time, high speed communications to key operational assets. Additionally, connecting municipal facilities allowed the City to realized savings through a centralized data center design, rather than previously distributed computing. At this time, WG+E provided installation, activation, and network support services to the City. During this time, another market began to present itself to the WG+E. Large commercial customers had a need to connect different facilities to each other within Westfield. WG+E leveraged its available fiber to provide both managed lite circuits to the Internet and private wide area networks, as well as dark fiber.

WG+E benefits from several strategic alliances by receiving very competitive pricing on services, allowing the company to offer competitive pricing on its services to customers.

WG+E began constructing and operating Whip City Fiber a residential fiber to the home network in 2015. After successfully researching, designing and constructing a pilot area. This generated very positive response and results. WG+E has secured financing to extend Whip City Fiber building over 180 miles, to

over 15,000 residential and commercial sites by the end of 2018. The subscriber base for combined gas and electric nears 30,000, and we are seeing significant growth in our Whip City Fiber customer base, all while competing against a large incumbent service provider.

Why would WG+E want to be SMLPs ISP and Network Operator? After a successful launch of Whip City Fiber, WG+E believed our willingness to assist community MLPs like Shutesbury could spark progress in the stalemated effort to build last mile networks. Longer term, we believe adding the management of community MLP subscribers delivers more economic efficiencies to Whip City Fiber subscribers and Shutesbury MLP subscribers, resulting in a superior service and support infrastructure for all.

WG+E Response Format - Our response is written with the assumption that our model aligns with the Shutesbury Request. Where WG+E can comment, note differences, or deliver requested information we have listed the RFI outlined request by number, then added a WG+E Response.

SMLP RFI 1.1.1 Structure of Relationship and Flow of Payments

WG+E Response- WG+E would like to propose a relationship different than requested in the RFI. WG+E proposes a MLP to MLP partnership which represents a unique business relationship. Agreements between WG+E and SMLP can be Intergovernmental Agreements (IGA), in a streamlined process. While the MLP relationship presents many opportunities it also has specific requirements. The primary factor in this proposed relationship is that SMLP owns the network and the subscribers, WG+E preforms all work on behalf of SMLP as an agent. The MLP to MLP relationship is a path we have vetted, governed by Commonwealth of Massachusetts General Law C164.

WG+E sees this as a true partnership, collectively making the decisions focused on what is in the best interest of Shutesbury residents. While all aspects of the MLP relationship don't align with the model in the RFI we feel it offers a substantial set of benefits for Shutesbury.

Procurement:

Use of our state approved procurement system applicable network construction and/or ongoing maintenance needs. With this well managed system, Internet based platform bids are requested on behalf of WG+E plus our implicitly listed managed MLPs. With our ongoing frequent bidding process, have relationships with multiple quality vendors responding to both materials and labor projects. This can be utilized in the network construction phase and for ongoing material and labor requirements. This Procurement system follows all CMR requirements for procurement and prevailing wages.

WG+E would manage the material supply chain, including procurement and warehousing, then resell material as consumed for ongoing support for the SMLP network. Utilizing WG+Es 115,000 square foot Operations Center allows for centralized purchasing, warehousing, and allocation of mission critical material needed to replace, restore, repair, along with potential expansion requirements of the SMLP network. This cumulative volume procurement model maximizes vendor discounting.

Program Management Fees:

WG+E Program Management is not a for profit venture. Our fees are structured to recover costs of material and labor with the following Program Management fee structure;

- WG+E labor rates outlined on page 16
- Third Party contracted labor rates would be at Cost + (makeup rate to be discussed)
- Maintenance materials procured, warehoused, & distributed Cost + 10%

Financial and Billing:

WG+E would bill all subscribers, send a monthly statement via USPS or email. Funds would be collected via mail, EFT, or other appropriate methods. All funds would be deposited into a SMLP account. WG+E would then invoice SMLP for the per subscriber costs for Internet and Phone in accordance to Exhibit B. All Maintenance, Repair, or Project costs would be itemized and invoiced to SMLP with appropriate Project Management fees monthly.

WG+E would also manage accounts relative to the SMLP network such as middle mile expenses, pole rental, pole bond fee, and POP electricity or any other mutually agreed similar responsibilities. Payment requests would be submitted with appropriate supporting documentation to SMLP for payment. This would minimize SMLP administrative efforts.

WG+E will manage all subscriber access disconnect and reconnect activity and attempt to rigorously collect all monies due. WG+E cannot be responsible for defaulted monies under MLP regulation.

SMLP RFI 1.2. RFI Overview through 1.2.2 ISP portion of responsibilities

WG+E Response- WG+E can provide all operation aspects outlined in the RFI except for “Payment of operating and maintenance cost, pole rental, pole bond fees, and POP electricity”. Payments directly from WG+E would not be allowable under the current regulations. In place of WG+E payments, Payment Requests would be submitted with appropriate supporting documentation to SMLP for payment.

2. ISP/NO OPERATIONAL EXPECTATIONS AND REQUIREMENTS

2.1. Operational Responsibilities

2.1.1. Sales and Provisioning

The ISP/NO, as the sole ISP/NO on the Shutesbury FTTH network, will be responsible for all sales and provisioning of broadband Internet and telephone services to subscribers on the network.

VOIP telephone service shall include capacity to provide 'plain old telephone' connectivity utilizing subscriber's built-in connections for premise copper wire connections and retention of existing telephone numbers. No additional VOIP analog to digital converter box is required. The ISP/NO shall have capacity to provide subscribers with dynamic addressing by default, and a permanent static IP address if requested by the subscriber. Both addressing types shall have automatic redundancy provided by at least two properly sized high availability servers in different physical locations. IP address servers will be sized so that any one of the servers can handle the entire worst case demand alone. IP address servers should be configured to ensure automatic fail-over without manual intervention. ISP/NO shall institute automatic monitoring and notification of problematic IP address server to ISP/NO staff/employees so that issues may be resolved promptly. During essential maintenance windows, at least one IP address server shall be on-line and available at all times. Telephone shall be available to internet subscribers. The ISP/NO shall have ability to manage DNS in such a way that all assigned IP addresses have fully consistent forward and reverse lookups. Internet service shall include subscriber email accounts. The ISP/NO shall have ability to manage routing of telephone calls throughout the public switched telephone network (PSTN) and interconnection points of the PSTN with the Internet Protocol (IP) realm. The ISP/NO will make full efforts to sell internet and telephone services on the FTTH network. It should be noted that residents of Shutesbury are not required to purchase services on the FTTH network. With the approval of the MLP, the ISP/NO may offer broadband-related services beyond Internet and telephone at additional cost to subscribers, subject to assurances to the MLP that such other services are within the capacity of the Shutesbury network design and operation. Subscribers will be provided a means to OPT-OUT of all solicitations if desired.

WG+E Response- WG+E can provide all operational aspects of sales and provisioning. WG+E can support POTS like service directly from the ONT. Alternatively the solution WG+E currently deploys utilizes an Analog Translation Adapter (ATA from Ooma) which supports voice along with offering value added services for security monitoring and home automation. A device separate from the ONT lowers the capital ONT expense. Additional aspects in 2.1 and 2.1.1 are acceptable to WG+E current operating procedures. Ooma information attached.

Network Operations

All Network Operator functions are included within the wholesale subscriber rates. Inclusive are network monitoring and performance, traffic monitoring, network trouble diagnosis, and sufficient IP bandwidth. Recommendations for middle mile or transport circuits would be recommended as anticipated network utilization dictates. Middle mile circuits would be the direct financial responsibility of SMLP.

Marketing and Sales

WG+E has developed a comprehensive set of marketing materials and supporting systems Internet, phone, and streaming video content education. These materials include collateral pamphlets, direct mail, and comprehensive web site with robust Customer Relationship Management (CRM) capabilities. Community events are also included in our effort.

Materials can be branded as WCF or white labeled at additional design and development costs. SMLP would have secure access to the CRM detail, tracking subscriber information, campaign response, and penetration by area detail.

2.1.2. Subscriber Service

The ISP/NO will provide robust subscriber services, including toll-free, one-call and E-mail trouble reporting. The Shutesbury MLP, with guidance from its ISP/NO and technical advisors, will track subscriber satisfaction and network performance, using items such as number of help desk tickets, response times, etc. The ISP/NO will provide education and support to assist subscribers switching from existing DSL, satellite or other broadband service.

WG+E Response - WG+E will provide a comprehensive set of subscriber contact options, including toll free number and email will be made available. WG+E currently supports customers with extensive support and materials to transition from other providers and introduce new products such as streaming video services.

2.1.3. Premise Installations

The ISP/NO may undertake interior premise installations beyond the ONT, under contract between the ISP/NO and the subscriber. The ISP/NO may sell or lease equipment to the subscriber beyond the ONT and shall provide appropriate technical support to users. Any service or equipment provided beyond internet and phone must be approved by the MLP.

WG+E Response - In our current deployments a Smart RG Router Gateway SR400ac installed as part of our standard service offering. The key benefit is the remote capabilities of TR-069 device management, which allows for trouble call diagnostics, eliminating truck rolls for customer equipment issues or education. The cost for this device is part of the WG+E subscriber fee.

Smart RG data sheet is attached, more information is available at:
<https://www.smartrg.com/sr400ac>

2.1.4. Billing and Collections

The ISP/NO will handle all retail billing and collections for the FTTH network, and ensure proper billing and service. Flexible methods of monthly billing and payment should be offered at no cost to subscriber. Subscriber choice of method, should not result in additional charges. Methods include: 1) Monthly paper statements sent by US Postal Mail, with payments accepted by US Postal Mail; 2) Monthly statements sent by e-mail with automatic billing to subscriber's credit or debit card; 3) Monthly statements sent by e-mail with automatic checking account drafting; and 4) Telephone based payment of bill using credit card, debit card, or checking account drafting. The ISP/NO will process all subscriber payments and will remit to the MLP monthly the portion of the subscriber bill that represents residual after costs per 1.1.1.

WG+E Response - With the exception of subscriber payment process and remittance all requests are acceptable. The MLP to MLP regulatory process requirement is outlined in the WG+E response to 1.1.1. All third-party payment processing fees would be the responsibility of SMLP.

2.1.5. Network Operations

The ISP/NO will be responsible for 24/7/365 network monitoring. Troubleshooting and technical support also shall be provided 24/7/365. The ISP/NO shall have sufficient upstream bandwidth and peering arrangements to handle the load of the Shutesbury network, including telephone service. The ISP/NO shall supply a 2 Gbps symmetrical 'middle mile' link (or equivalent).

WG+E Response - The SMLP would be responsible for payment of the network's 'middle mile' expense per regulatory requirements. WG+E would consult with SMLP for recommended bandwidth of middle mile connection.

2.1.6. Maintenance & Repairs

Routine network maintenance as well as maintenance capital expenditure projects will be the sole responsibility of the ISP/NO.

WG+E Response- Due to MLP regulation the maintenance on SMLPs network would be performed or managed by WG+E, but the expenses would be detailed and be requested for SMLP payment. WG+E would utilize both WG+E employees and vetted 3rd party contractors to perform restoration of network or subscriber drop/ONT components as cost plus program management fees. As workload demand dictates WG+E will evaluate these technical resources being remotely deployed.

WG+E believes that SMLP incurred actual costs, will in the long term be cost effective rather than an ISP/NO building a revenue cushion on projected expenses.

2.2. Reporting

2.2.1. Maintenance costs

Maintenance details performed by the ISP/NO will be submitted on a monthly basis for review to the SMLP for approval.

WG+E Response-All maintenance would be identified and detailed with supporting documentation.

2.2.2. Performance reports

The ISP/NO will be required to submit quarterly performance reports to Shutesbury concerning the financial and operational performance of the network.

Key Metrics include, but are not limited to, the following:

- *Number of subscribers*
- *Subscriber complaints, categorized by type of complaint*
- *Tickets: outstanding, closed, total, average daily new tickets*
- *Network outages, stratified by repair time (1hr, 4hrs, etc) and by location*
- *Number of customer-initiated contacts required to resolve a single issue*
- *MTTR (Mean Time to Resolution) by issue category*
- *Fulfillment percentages*
- *Provisioning intervals*
- *Bill accuracy & timeliness*
- *Network Congestion*

As part of the RFI process, the Company should propose sample Service Level Agreements and Key Performance Indicator/Indices (SLAs and KPIs) against which the ISP/NO would be measured.

WG+E Response- Currently WG+E KPI/SLA tracking, focused on network parameters, utilizing several systems across all lines of business. WG+E is currently in the process of developing a comprehensive Operation Support System (OSS) specifically for Internet and telecommunications services utilizing ConnectWise ERP (Enterprise Resource Planning). This project will data mine our current systems including Cisco Call Manager, Cogsdale (CIS/Billing), & Sprynet Mobile, and Netflow into a consolidated KPI/SLA reporting platform by town.

Attached is Sample KPI/SLA report.

2.3. Subscriber Information

The ISP/NO shall maintain subscriber usage information available to the MLP and Network Operator. This information will be the property of the MLP to allow identification of system capacity issues and high volume users.

WG+E Response- WG+E agrees.

The ISP/NO will not have any right to sell or otherwise benefit from any such information. The ISP/NO will have the right to use subscriber information for service, billing, and collections purposes.

WG+E Response-WG+E agrees.

2.4. ISP/NO Contract Length

The ISP/NO potential contract with the MLP will last either three (3) or five (5) years depending on final agreement. The ISP/NO shall provide that subscriber contracts end without penalty if the contract between Shutesbury and the ISP/NO is not renewed. In the event of termination of the ISP/NO contract with the MLP, the ISP/NO will provide full support and cooperation to the process and requirements of effecting a smooth transition to the incoming ISP/NO.

WG+E Response –WG+E agrees to smoothly transition if becomes necessary. Our preference would be a 5-year agreement.

2.5. Expertise and Other Requirements

2.5.1. Network Provisioning

- *The ISP/NO must have expertise and demonstrable past experience in provisioning network equipment.*
- *The ISP/NO must have sufficient breadth of skills or have the ability to acquire such expertise within a short period of time to work with this equipment.*
- *The ISP/NO shall maintain backup configurations of all routing tables and similar network elements and provide such information to the MLP on a monthly basis or as otherwise agreed, in a format approved by the MLP.*
- *The ISP/NO shall maintain network security and report potential and actual security breaches to the MLP as soon as practicable and not later than seven (7) business days after the breach. The ISP/NO shall take all necessary measures to prevent security threats in its systems or in the network, including capability to detect, mitigate, and report hostile activity such as DDOS attacks to or from subscribers.*
- *The ISP/NO shall have capability to provide virtual local area network (VLAN) per subscriber or equivalent protections for the separation of subscribers' traffic from inappropriate interception.*
- *The ISP/NO shall demonstrate understanding and commitment to concepts of net neutrality and shall assure all regulatory agency compliance.*

WG+E Response- WG+E has the capabilities outlined above and can discuss further with SMLP.

2.5.2. Retail Services

- *The ISP/NO shall have experience providing retail services including telephone and broadband Internet over an FTTH network.*

- *Based on its similarity to Leverett the Town expects a high level of uptake for FTTH services, it cannot guarantee a minimum percentage of subscriber uptake and hence the ISP/NO must be willing to provide services irrespective of the number of subscribers and assume its share of commercial risk from lower than expected service uptake or commercial risk due to changes in the Town's population.*
- The ISP/NO must have demonstrable experience selling telecommunications services to rural populations. All marketing materials shall be approved by the MLP prior to use.

WG+E Response-WG+E has developed a comprehensive set of marketing materials and supporting systems Internet, phone, and streaming video content education. These materials include collateral pamphlets, direct mail, and comprehensive web site with robust Customer Relationship Management (CRM) capabilities. Community events are also included in our effort.

Materials can be branded as WCF or white labeled for nominal additional design and development costs. SMLP would have secure access to the CRM detail, tracking subscriber information, campaign response, and penetration by area detail.

WG+E's selling ability and operations have proven successful in the multi-incumbent provider Westfield market and we are confident it can successfully be applied in Shutesbury.

Upon request, a demonstration of our CRM and website can be given. Sample marketing materials attached.

2.5.3. Billing and Subscriber Contracts

- *The ISP/NO shall have a secure web portal for subscribers to login and view their billing history, add or delete services, report technical issues, and register complaints.*
- *All contracts for retail services shall be between the ISP/NO and subscribers. The MLP neither guarantees nor mediates on behalf of either party with respect to contracts. The ISP/NO must perform its own credit checks, as needed, before signing up subscribers. The ISP/NO must bear all risk of subscriber payment default.*
- *The ISP/NO shall provide clearly defined service level agreements as part of subscriber contracts, covering every aspect of subscriber service, usage, and billing, including an acceptable use policy.*
- *The ISP/NO shall provide subscribers the option of paper and/or electronic bills, as described in section 2.1.4, above.*
- *The contract between the MLP and the ISP/NO regarding the revenue stream between the two will not in any way be a substitute for contracts between the ISP/NO and subscribers.*

WG+E Response- MLP regulatory requirements require WG+E to be the agent working for SMLP, subscribers would be managed by WG+E. All subscriber fees would be rigorously collected on behalf of SMLP. Default exposure is minimized by advanced monthly billing process.

2.6. Service Outages

The Company shall propose targets for allowable number and extent of Service Outages as defined by the FCC in 47CFR4.5 (a) and a financial penalty structure in the event the allowable number or extent of outages is exceeded in a calendar year. Outages in Internet service, e- mail, and telephone shall be explicitly covered. Planned maintenance and outages due to equipment, software, and services not owned or provided by the ISP/NO to serve Shutesbury subscribers shall not be included.

WG+E Response -This would require additional discussion due to the MLP relationship and phone provider dependencies.

3. COMPANY QUALIFICATIONS

3.1. Company Experience

3.1.1. No subcontractor's experience can be used to meet the qualification requirements of the Company included in this RFI.

- **WG+E Response-** WG+E currently and for over 20 years has utilized Smart Home LLC, an exclusive contractor to WG+E for many technical needs including Network Routing and Switching, Network Design, Network Management, Programming Services, Desktop Support Services, SCADA Installation and programming Services, Software Development Services, Computer Security Services and applications.
- *3.1.2. The ISP/NO shall unambiguously specify if it intends to use any third party contractors in providing any services covered under this RFI. ISP/NO selection of third party contractors is subject to approval by the MLP.*

WG+E Response – Listed below are contractors currently utilized to construct new fiber networks, it is anticipated that they and additional vendors may be successful bid winners for ongoing restoration, maintenance, and support.

Sertex- Currently utilized to construct fiber networks, and build related facilities. Additionally performs house drop installations.

Infinigy- Currently used to construct fiber networks.

Network Construction Contractors- WG+E expects to retain multiple contractors with SLAs to respond to SMLP network repair and restoration.

3.1.3. The Company shall identify at least one (1) project where they are currently providing or have within the last three (3) years provided Internet and telephone network services. A brief description of the services and a point-of-contact and the telephone number of the network owner must be provided.

WG+E Response- WG+E is currently deploying Whip City Fiber branded 1 Gigabit FTTH Internet Service with Telephone available to 15,000 residential and commercial units passed in Westfield , MA with construction completed by year end 2018. Westfield is a competitive broadband market with incumbent facility based providers Comcast and Verizon.

WG+E also has 15+ years servicing Enterprise clients in the City of Westfield. Attached is a reflection of a small portion of our Whip City Fiber commercial accounts.

3.1.4. The Company shall have all required permits and licenses from Federal, State and Local authorities to provide retail network telecommunications services in Massachusetts.

WG+E Response- WG+E has all required licenses and permits. In addition, WG+E will complete and file FCC Form 477, FCC Form 499A. WG+E will administer Digital Content Millennium Act (DCMA) and Communications Assistance for Law Enforcement Act (CALEA) compliance on behalf of SMLP.

3.2. Documentation of Prior and Concurrent Commercial or Residential Internet and Telephone Projects

3.2.1. Company shall include client contact information for all commercial or residential ISP/NO projects engaged with currently or in the last five (5) years.

WG+E Response – Sampling of key commercial customers attached.

3.3. Technical Expertise

3.3.1. Company shall employ professionals who are experienced in managing an ISP/NO and in providing customer support in an Internet and telephone environment. Documentation or statements concerning their qualifications and certification shall be provided.

WG+E Response-

Statement of Personnel Qualifications concerning Internet Service Providers and Network Operations:

John Leary, Information Technology Supervisor

- IT Professional with 30 years' experience Manufacturing, Retail, Engineering, Utilities, Data Centers, Telecom and Customer Support.
- Manager technical services and support group billion-dollar retailer.
- Operations Director support of 300+ Retail store technology and LAN/WAN environment.
- Information Security and Compliance technologist specializing in network and data protection.

Michael Mastroianni, Network Manager, Smart House LLC

- IT professional with 30 years' experience Utilities, Telecom, Network Design and Engineering, Fiber Network Architecture, Solutions Specialist.
- Design, implement, market and support FTTX solution for metropolitan area.
- Vendor liaison investigation, testing, procurement, and support, of new technologies.

Richard Carnall, Senior IT Architect

- 28 years in cable industry, roles including new product development, operations, marketing and sales.
- Directed residential Internet Service launch in 1998, finished as Director of Business Services, New England.
- 8 years in business development and account management at Holyoke Gas & Electric, MLP focused on enterprise network projects.

Information Technology FTTX Support Team Current Roster (in addition to above).

- 4 Support Technicians
- 2 Network Expansion Administrators
- 2 Database Integration Administrators
- 2 Server Administrators

- **1 Programming and Support Administrator**
- **1 Security Administrator**
- **1 Software Development**

3.3.2. *Company shall employ professionals who have experience in marketing and selling FTTH services to rural audiences. Documentation or statements concerning their qualifications shall be included in the RFI.*

WG+E Response-

Statement of Personnel Qualifications concerning Sales and Marketing:

Lisa Stowe- Marketing and Communications Specialist at Westfield Gas + Electric/Whip City Fiber

- **Bachelor of Fine Arts, cum laude, University of North Texas**
- **Responsible for marketing strategy, brand identity, direct mail, email marketing, social and digital media, print collateral, web design, video production, event planning, partner and sponsor relationships, and CRM development and management.**
- **Developed the marketing strategy for the successful launch of the Whip City Fiber brand and its new high-speed internet offering. Supported customers, customer service and tech team with educational and marketing materials.**
- **Self-employed for 26 years as a design and communications professional.**
- **Created a wide range of visual identities, print and digital advertising, and collateral materials. Wrote promotional copy for brochures, print and radio advertising, and websites as well as feature articles and reviews for FamilyFun Magazine. Developed and edited a business plan and related documents. Coordinated the production of print materials and websites.**

Caitrin Ferriter, Key Accounts/Sales Manager

- **MBA Bay Path University: Entrepreneurship and Innovation, expected 10/2018**
- **BS in Accounting WNE University**
- **Employed at WG+E since 2014**
- **Key contributor in the Whip City Fiber sales and Customer Service**
- **Subject matter expert in Whip City Fiber processes, efficiencies, and solutions**
- **Manage Whip City Fiber commercial account set-up, activation, and contracts**
- **Assists in the development of department procedures and programs**
- **Responsible for the prompt, accurate and courteous resolution of key accounts**
- **Light Brigade Certified Fiber to the Home Professional (CFHP), 2015**

5.1. *RFI responses must include the following information:*

- (1) Company's expertise and qualifications in regard to factors set forth in sections above;*
- (2) Monthly pricing strategy for Internet, network operations, and telephone services. The network maintenance costs, below the PURMA (or equivalent) insurance deductible of \$10,000, can be covered in the monthly cost. In addition or alternately, the maintenance hourly rates for equipment and services should be provided.*

WG+E Response- Pricing to SMLP customers would be the final decision of SMLP with guidance by WG+E.

The following are the rates for maintenance work performed to the demark of the ONT; Distribution Network Maintenance (includes truck, tools, and equipment) *

Normal Business Hours

- Fiber Technician \$150.00/hr.
- Locate Technician \$150.00/hr.
- Construction Crew \$200.00/hr.

Weekends & Holidays

- Fiber Technician \$225.00/hr.
- Locate Technician \$225.00/hr.
- Construction Crew \$300.00/hr.

*All call outs are billed portal to portal

*A four hour minimum will be billed for call outs.

*Prices are subject to adjust annually with an increase maximum of 5%.

*Materials used will be invoiced at cost plus 10% handling.

Work performed by third party contractors would be Cost plus mark-up to be discussed.

Subscribers Fees

(3) Company's suggestions, if any, for other network configurations, division of responsibilities/operations, take rate assumptions, or other approaches that may be beneficial to SMLP.

WG+ Response - As indicated earlier WG+E would like to propose a relationship different than requested in the RFI. WG+E proposes a MLP to MLP partnership which represents a unique business relationship. Agreements between WG&E and SMLP can be Inter Governmental Agreements (IGA), in a streamlined process. While the MLP relationship presents many opportunities it also has specific requirements. The primary factor is this proposed relationship is that SMLP owns the network and the subscribers, WG+E performs all work on behalf of SMLP as an agent. The MLP to MLP relationship is a path we have vetted, governed by Commonwealth of Massachusetts General Law #164.

WG+E Internet and Telephone wholesale rates are discounted based on the total subscriber count in all communities outside of Westfield. The following services are included in the wholesale Internet rate;

Residential Subscribers- Wholesale Rates per month - based on all managed subscribers, less Westfield

WG+E currently projects to be a subscriber count of 1,000 to 2,499 and actively pursuing subscribers which bring the subscriber count to 10,000 to 14, 999 by end of 2020.

<u>Total Internet Subscriber Count</u>	<u>Internet Cost</u>	<u>Phone Cost</u>
0 to 249	\$40.00	\$12.95
250 to 499	\$36.44	\$12.37
500 to 999	\$36.24	\$12.33
1,000 to 2,499	\$35.86	\$12.26
2,500 to 5,000	\$34.69	\$12.03
5,000 to 9,999	\$29.47	\$11.10
10,000 to 14,999	\$26.88	\$10.60
15,000 to 19,999	\$25.24	\$10.10
20,000 or more	\$22.65	\$9.60

Services included:

- Program Management
- Customer Service
- Marketing and Sales
- Web site with CRM functionality

- Billing and accounts receivable
- Internet bandwidth
- Subscriber email
- Network Operations, Security, and Monitoring
- Subscriber and Network Reporting

Maintenance Fees

6.2 Maintenance Fees

Please fill in chart with information. Feel free to fill in one or both options depending on what you would like to offer.

Option A: All Inclusive – WG+E Response - Not available due to MLP regulation

Maintenance/repair costs will be inclusive of any capital costs, material costs, training, retainer, or 3rdparty support. Costs will be before the PURMA/or equivalent insurance recovery (deductible of \$10,000).

Option B: Per Incident Cost to Town

Please detail any additional costs expected with maintenance/ repair such as training and material costs and retainer.

Distribution Network Maintenance (includes truck, tools, and equipment) *

Normal Business Hours

Fiber Technician	\$150.00/hr.
Locate Technician	\$150.00/hr.
Construction Crew	\$200.00/hr.

Weekends & Holidays

Fiber Technician	\$225.00/hr.
Locate Technician	\$225.00/hr.
Construction Crew	\$300.00/hr.

*All call out are billed portal to portal

*A four-hour minimum will be billed for call outs.

*Prices are subject to adjust annually with an increase maximum of 5%.

*Materials used will be invoiced at actual cost plus 10% handling.

*Retainer costs would be proportion to all subs under management

Work performed by third party contractors would be Cost plus mark-up to be discussed

6.3 Response Time and Strategy

Please detail business hours/ off-business hours response time, strategy and resources.

WG+E Response-

WG+E's support strategy is a best efforts response utilizing an in-house technician team with normal working hours of 8:00 AM to 8:00 PM Monday through Saturday. After-hours is supported by a 24 x 7 tech-support call center. As WG+E grows the managed subscriber base technicians would be remotely deployed and distributed through the Western Mass region equipped and stocked for a wide range of problem resolutions, including fiber network investigation, house drop restoration, in-home equipment replacement, and customer education.

Fiber Network response would be handed by WG+E plant crews, supplemented by a dispersed group of multiple fiber contractors retained through WG+E. Zones would be set up for a response to a major weather event. Materials would be distributed from the WG+E supply chain.

Attachments

SMART/RG®

Gateways / SR400ac

Broadband Wi-Fi Router Dual-Band Gigabit



THE SR400ac BROADBAND GATEWAY provides high performance and flexibility for Broadband and IPTV subscribers. The SR400ac is a carrier-grade Ethernet router, equipped with a Gigabit Ethernet WAN port, a Dual-Band Wi-Fi Access Point using the latest 802.11ac technology, and four Gigabit Ethernet ports for LAN connection.

The SR400ac's Dual-Band Wi-Fi technology simultaneously uses both the 2.4GHz and 5GHz bands via six internal high-gain antennas fed by six individual high-power amplifiers. Coupled with the SmartRG AccuBeam™ technology, the SR400ac delivers never-before-seen wireless speeds as well as whole-home coverage, even in periods of heavy network use.

Engineered in North America, the SR400ac's software is designed for service providers that require carrier-grade performance, reliability, and firmware flexibility in their broadband access gateways. Native support for IPv6, multicast traffic handling for IPTV, dynamic Quality of Service, and TR-069 remote management are standard features. Out-of-the-box, the SR400ac offers outstanding interoperability with industry-leading TR-069 remote management systems.

/ HIGHLIGHTS

Speed to Burn and Room to Grow

With its dual-core ARM Cortex-A9 CPU and twin 802.11ac chipsets, each with CPU Offload, the SR400ac has the power to manage whatever you throw at it without breaking a sweat, making it an excellent platform for the value-added applications Service Providers and their customers care about, like integrated media-sharing, home-automation, and advanced diagnostics, to name a few.

TR-069 Remote Management

SmartRG has a rich TR-069 heritage, leading the market in innovative cloud-based services and solutions. Superior remote manageability and advanced SDN+NFV capabilities reduce Service Provider operational expenses and maintenance costs.

Video Grade

Regardless of your IPTV middleware platform, the SR400ac comes fully equipped for the task, with features such as IGMPv2/v3/MLD Snooping and Proxy, Advanced Multicast traffic handling, and dynamic/static VLAN mapping/tagging. The SR400ac assures Quality of Service is maintained in the triple play environment, delivering an exceptional UHD IPTV experience.

/ FEATURES

- 5 Gigabit Ethernet ports (4 LAN + 1 WAN)
- 1.9Gbps Dual-band 802.11ac/11n AP with High Output Power
- 5Gbps USB 3.0 port + USB 2.0 port

/ BUILT-IN SUPPORT

- Native IPv6, Dual-Stack, DS-Lite, and 6RD transition mechanisms
- SmartRG AccuBeam™ delivers upgraded Wi-Fi performance everywhere in the home
- Zero-touch QoS with Active Queue Management
- Wireless Insight™ quickly diagnoses WiFi issues within the home
- DLNA/NAS media-sharing + 3G/4G WAN failover via USB ports
- TR-069 Device Management
- TR-181 Data Model
- Managed WiFi
- TR-069 Captive Portal

/ PRODUCT FEATURES

Interfaces

Four 10/100/1000 Gigabit LAN ports
One 10/100/1000 Gigabit WAN port
One USB 3.0 port & one USB 2.0 port

Wireless

802.11ac 5GHz 1.3Gbps Wi-Fi Access Point
• 3x3 MIMO @ 400mW EIRP
802.11n 2.4GHz 600Mbps Wi-Fi Access Point
• 3x3 MIMO @ 400mW EIRP
SmartConnect™ Client Steering
Intelligent Airtime Scheduling™
AnyBeam™ beamforming for any 11a/b/g/n/ac device
Multiple SSIDs, including isolated Guest SSID
Wi-Fi QoS (WMM®) and WMM®- Power Save
Wi-Fi Protected Setup™ 2
HotSpot 2.0
Wireless bridge, WDS
WPA2, AES/TKIP/WEP encryption
802.1x authentication and MAC-based filtering
100% CPU Offload (no Wi-Fi processing on CPU)

Remote Management

TR-069 Device Management
TR-181 Device Data Model
TR-111 LAN Device Management
Automatic Subscriber Activation
HTTP/HTTPS, Telnet, SSH, TFTP and SNMP management
Syslog logging (local/remote)
Real-time Status and Reporting
Remote Firmware Upgrades
Configuration Backup and Restore
Value-added service provisioning (IPTV, VoIP, Parental Controls)
Custom Factory Defaults

Security

Stateful Packet Inspection Firewall
Denial of Service attack prevention
TCP/IP/Port/interface filtering rules
MAC Layer Filtering
Day-time Parental Control
DMZ host
Advanced DMZ

Routing and Networking

RFC2516 PPPoE
PPPoE pass-through
802.1Q VLAN
DNS Proxy Server
Dynamic DNS client
DHCP Server and Client and Relay
DHCP Options 60 and 121
NAPT and NAT
IGMPv2/v3 Proxy and Snooping
RIP v1/v2
LAN port to VLAN mapping
Multiple Service VLAN
Broadstream™ iQoS

/ SPECIFICATIONS & STANDARDS

Mechanical

Dimensions: 225mm*60mm*175mm (W*H*D)
Weight: 580g

Electrical

Power Requirements:
AC power adapter: 100 to 240VAC @ 50/60Hz
DC voltage: 12V, 3.0A

Safety & Certifications

FCC Part 15, Subpart B and ICES-003 for Class B
ETL listed
Wi-Fi Alliance Certified

Environmental

Meets or exceeds Telcordia GR-63-CORE for:

Temperature:

0° to 45°C (Standard Operating)
-40° to 70°C (Non-operating)

Humidity:

5% to 90% (Non-condensing, Standard Operating)
5% to 95% (Non-condensing, Non-operating)

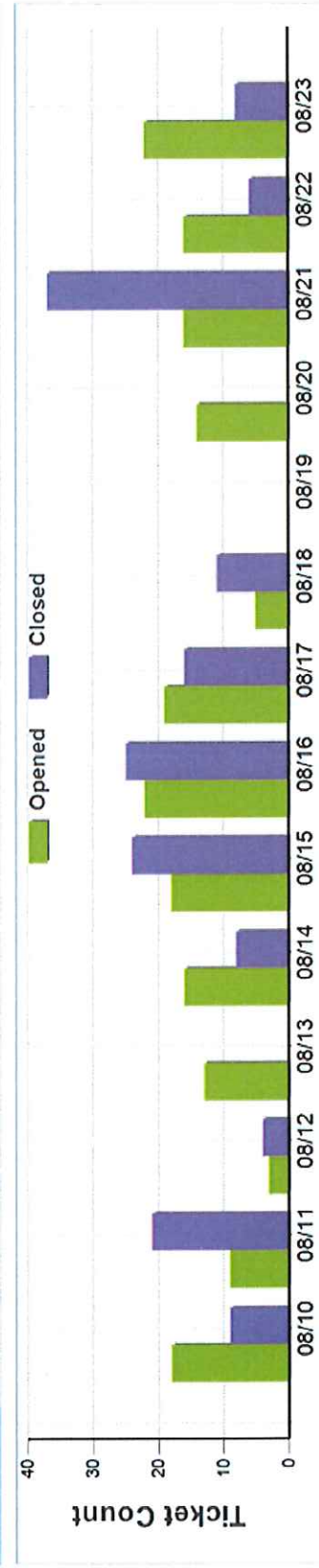
Altitude:

@ 40°C Ambient: 60m below sea level to 1800m above
@ 30°C Ambient: 1800m to 4000m above sea level

Dashboard: Service - Current

Opened	22	19	Not Responded	123	Responded	9	Planned	91	Resolved	2	Closed	8	18
Unassigned	20		Updated	29	Waiting	121	Past Req Date	0	Resolved Rate	100%	Survey Average	0.0%	0.0%

SLA Goals				Priority	
Respond	Plan	Resolve	Resolve	Priority 3 - Medium	Priority 4 - Low
2	0	5	5	92	254
121	9	58	58		



Get Westfield's Fastest Internet!



whip city fiber

up to **1,000 Mbps**
upload and download

*We're connecting Westfield to family, friends,
entertainment, and work with fast, affordable,
and reliable high-speed internet.*

RESIDENTIAL INTERNET

\$69⁹⁵
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FREE EQUIPMENT | FREE WIFI
FREE STANDARD INSTALL | NO CONTRACTS

PREMIER PHONE SERVICE

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month* * plus taxes + fees

KEEP YOUR PHONE # | UNLIMITED LONG DIST.
CALL BLOCKING | GREAT INT'L RATES

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month

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FREE STANDARD INSTALLATION

BUSINESS INTERNET

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month

2 YEAR CONTRACT | \$104.95 WITH WIFI
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We're accepting applications for Whip City Fiber in your neighborhood!

Submit your application by July 15
and get a free month of service

ASK ABOUT OUR PHONE SERVICE!



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whipcityfiber.com | 413-572-0100

We're connecting Westfield!

Whip City Fiber high-speed internet is a great deal. We can help you cut the cord to save \$100 a month or even more.

Sign up today for Westfield's fastest internet and phone—
We're accepting applications in your area now!

Residential internet service from Whip City Fiber is
\$69.95 a month for Gigabit speed—
that's up to 1,000 Mbps for
upload and download.

Standard installation is free and there is no contract.

SIGN UP TODAY AT

whipcityfiber.com | 413-572-0100

Questions? We're here to help!

- Stop by our drop-in centers at 100 Elm Street or 40 Turnpike Industrial Road for a one-on-one consultation about antennas, streaming, and phone service.
- We're at the Westfield Senior Center on the third and fourth Tuesdays of the month from 10:30 am-12:00 pm.
- Visit us in June at Amelia Park Ice Rink on Tuesdays from 5:00-7:00 pm and Saturdays from 10:00 am-12:00 pm.
- Call us with your questions at 413-572-0100.



whip city fiber[®]

PO BOX 990
Westfield, MA 01086-0990

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someone's getting **high-speed internet**

WE'RE
INSTALLING IN
YOUR AREA NOW
**sign up
today!**

AND IT COULD BE YOU!

Residential internet service from Whip City Fiber is
\$69.95 a month for Gigabit speed—
that's up to 1,000 Mbps for
upload and download.

Standard installation is free and there is no contract.



whip city fiber

POWERED BY
WESTFIELD GAS + ELECTRIC

whipcityfiber.com | 413-572-0100

Do you have questions about how to cut the cord?

drop-in centers

Visit one of our drop in centers for one-on-one help. Stop by Westfield Gas + Electric's 100 Elm Street office or the Operations Center at 40 Turnpike Industrial Road during normal business hours. Our customer care team can show you Whip City Fiber in action, show you an HD antenna, and answer all of your questions.

at the senior center

Everyone is welcome to drop by the Senior Center at 45 Noble Street the third and fourth Tuesdays of the month from 10:30 a.m. to noon. Bring your questions!

new kiosk at amelia park

For the month of June, on Tuesday evenings from 5:00-7:00 pm and Saturday mornings from 10:30 am -12:30 pm we'll be on hand to answer your questions in the lobby of the Amelia Park Ice Rink.

www.whipcityfiber.com



whip city fiber

413-572-0100

**YOU CAN ALWAYS CALL THE
whip city tech team**



Zach, Kit, and Matt are ready to answer your questions whether you need help setting up an antenna, streaming, cutting the cord, or even saving some money. Reach them at

413-485-1204



Customer Name
Access Plus Communications
Ames Plumbing Service Llc
Arrow Prescription Center #31
Cardiovascular Associates
City of Westfield
Collier Fence Co
Community Action
Community Chiropractic Care
Dr Joseph Keenan
Family Medicine Asc
Gtb Innovative Solutions Inc
Heka Health, Inc
Lighttower Fiber Networks
Mobius Works Llc
N & J Realty Llc
Northeast Overhead Doors
Proampac
Richards Grinders
Russell Municipal Catv
Salon Thairapy
Tighe & Bond
Union Crossing Realty Llc
Westfield Electroplating
Westfield Family And Sports
Westfield News Group Llc
Westfield Pediatrics
Westfield Spirit Shop