



“...meeting community needs...enhancing quality of life.”

FINANCE DEPARTMENT
100 N. APPLETON STREET
APPLETON, WI 54911

MEMO

To: Alderperson Kathy Plank and Members of the Finance Committee

From: Jeff Fait, Purchasing Manager

Date: 12/4/2014

Re: Request to award Wireless Phone and Data Services contract for four years + one option year to Cellcom, Inc.

Our RFP team has completed the evaluation of 4 proposals for wireless services. Vendors included AT&T, Cellcom, U.S. Cellular and Verizon. While all 4 provided responsive proposals, Cellcom's proposal stood out with highest ratings in nearly all categories. Scoring was as follows:

WIRELESS RFP - 2014		FINAL SCORING MATRIX			
		510 points possible			
<u>Section</u>		<u>AT&T</u>	<u>Cellcom</u>	<u>US Cellular</u>	<u>Verizon</u>
Exec. Summary	(60)	49.6	51.2	46	46.4
Scope of Services	(210)	166.6	199.8	179.4	166.6
Other Submittals	(25)	17.8	18.4	17.8	13
Addenda/attachments	(40)	17.6	38.8	32.2	30.8
Total non-price score	(335)	251.6	308.2	275.4	256.8
Price	(175)	<u>104.5</u>	<u>168</u>	<u>175</u>	<u>93</u>
Total Score	(510)	356.1	476.2	450.4	349.8
Rank		3	1	2	4

Some advantages of the Cellcom proposal:

- Full acceptance of all City terms & conditions
- Liberal policies for adding/deleting lines
- Included accessories (carrying solutions, car chargers, etc.)
- Flexible availability of add-on features. Changes can even be made retroactive to avoid costs
- Free loaner and special event phones; i.e. for election sites
- Local store for immediate equipment support
- Detailed cost analysis and reporting at our request
- Superior pooling and overage management. Voice and data pool Citywide across all lines and departments

- Highly responsive, in-person, same day service as needed; including training, troubleshooting, delivery and pickup of devices
- Proactive application and management of highly competitive rate plans
- Equipment purchase allowance of \$30,000 over the term of the agreement
- Currently remaining equipment fund (approx. \$2,000) will be given as direct invoice credit
- Additional \$10,000 sign-on bonus to be given as direct invoice credit

Besides the advantages above, perhaps the best reference is the City's own experience over the past 14 years. Cellcom has proven its commitment to provide customized, flexible, responsive customer service. If approved, City departments should see no increase, and in some cases, reductions in unit costs as accounts are reviewed and optimized to the new contract terms.

This would be a five-year (4 year base + 1 option year) contract. As in the past, the City retains the right to use services from other providers as needed. Some applications or devices restrict wireless providers to certain major companies; i.e. Panasonic aircards at the Police Dept. In most all other cases, Cellcom's coverage and capabilities of their 4G LTE technology is on a par with the best standards in the industry.

Recommendation: This RFP process showed that Cellcom still represents the best value package of benefits for our wireless phone and data needs. As the City continues to explore opportunities to increase work efficiency through the use of wireless data technology, those tools will be available at very competitive rates on Cellcom's proven 4G LTE network.

On behalf of City of Appleton departments, the evaluation team requests your consideration and approval of a contract for a base period of 4 years with one additional option year possible, to Cellcom Inc.

If you have any questions or concerns, please contact me at ext. 6311.