



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

FINANCE DEPARTMENT
100 N. APPLETON STREET
APPLETON, WI 54911

MEMO

To: Alderperson Christopher Croatt and Members of the Finance Committee

From: Jeff Fait, Purchasing Manager

Date: 12/5/2019

Re: Request to award Wireless Phone and Data Services contract for 3 years + one optional two-year extension to U.S. Cellular Corp.

An interdepartmental team of five (5) City employees has completed a detailed RFP (Request For Proposals) process for the City’s wireless phone and data service needs. Six (6) qualified providers submitted proposals, which were scored by the team on a 500 point scale on the basis of technical quality, service and cost. A summary of the scoring follows:

	Technical & Service (350 pts. available)	Price/Cost (150 pts. available)	Total Score	Rank
U.S. Cellular	264	150	414	1
Cellcom, Inc.	306	106	412	2
Verizon Wireless	258	94	352	3
Sprint	250	81	331	4
AT&T	241	84	325	5
T-Mobile	191	102	293	6

Nearly all providers offered additional incentives in the way of invoice credits, free periods of service, low or no cost phones, and other discounts, which were also taken into account. U.S. Cellular combined a generous invoice credit per phone line with iPhones for \$.01 and a package of aggressively priced rate plans. They are an established mid-sized provider with solid local coverage, priority service for first responders, and a good reputation. The projected monthly cost of this service would be approximately \$7,462/month, which is over \$3,000 lower than the next lowest proposer.

It should be noted that Cellcom has served the City for 19 years through several contract cycles. They have given superior service and helped control our wireless costs. They have set the bar high and this is a difficult decision and not taken lightly. However, the evaluation team could not overlook the potential cost savings for City departments.

Recommendation:

On behalf of City of Appleton departments, the evaluation team requests your consideration and approval of a contract for a base period of 3 years with one optional two-year extension possible, to U.S. Cellular Corp.

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