



## **Policy and Qualifications** **Service Provider Opportunities on REDI Net**

### **1.0 Introduction and Background**

REDI Net provides middle-mile fiber optic infrastructure, but not last-mile connectivity or services to the end-user. Telephone, Internet, video and other services are provided by private firms (service providers). One of the fundamental tenets of the REDI Net business plan is that the network is to be developed and operated as an open, public infrastructure. However, practical necessity dictates that the application of this concept evolve with the build out and operational maturity of the network.

This document outlines how REDI Net approaches the need for additional service providers and the criteria it will use in evaluating proposals by potential providers consonant with the capacity of the network to accommodate additional participants. Since REDI Net's primary responsibility is the network's fiscal stability, REDI Net seeks service providers with a proven track record of services and established customers within the region.

The purpose of the REDI Net middle-mile network is to provide the infrastructure necessary for a new generation of affordable, high-speed communications to business and residents within its communities. The wide availability of such a powerful communications network will:

- Promote new and better services,
- Enrich the quality of life especially in education and healthcare,
- Make our businesses more competitive,
- Enhance property values, and
- Attract capital and jobs to communities in REDI Net service areas.

### **2.0 Service Providers**

The network build out plans for REDI Net are to make broadband services available to more than 19,227 households and 1,332 businesses in the current service area. Initial network construction began in 2011 and is anticipated to be completed in 2012.

REDI NET initially will focus on service providers with a proven track record of services and whose presence will lend support for continued network expansion by delivering quality services and building customer loyalty. This approach will help ensure REDI Net's fiscal health.

As the network grows, REDI Net will seek additional providers that complement the basic video, telephone and Internet services offerings with:

- Unique content,
- Targeted services for business,
- Specialized applications (education, healthcare, entertainment/recreation), and
- An existing customer base within REDI Net service areas.

### **3.0 Application Process**

Entities that wish to offer services over the REDI Net network will need to submit an application as described below. Before expending efforts to prepare written applications, prospective service providers are encouraged to have informal discussions with REDI Net's Designee to discuss potential offerings and explore the compatibility with the network's evolving capabilities.

#### **3.1. Application**

The application will describe how the service provider's proposed service offerings address the objectives outlined in Section 2.0 as well as provide evidence of the service provider's experience, resources and abilities to deliver quality services. The written application shall include but not be limited to the following:

- A. Description of intended service offering(s),
- B. Description of local presence (office location(s), staffing levels, etc.),
- C. Current number of customers by service offering (local, national),
- D. Projected number of existing customers that will be served by the REDI Net network,
- E. Company background and structure,
- F. Management team qualification and experience,
- G. Evidence of legal ability to provide services (including necessary licenses, regulatory approvals, etc.),
- H. Technical team qualification and experience,
- I. Overview of relevant experience in each offering,
- J. Documentation of relevant partnerships,
- K. Credit statement from the service provider or a credit check performed by REDI Net, provided that the service provider reimburse REDI Net for all costs associated with the credit check,
- L. Pro forma business plan,

- M. Three year projection of customers by service offering, and
- N. Projected traffic on network by service offering.

REDI Net reserves the right to require service providers to supply additional information prior to contracting.

## **4.0 Evaluation Criteria**

### **4.1. Criteria**

REDI Net will evaluate the application based upon the criteria in Section 4.0. Approval for service providers to use the network will not be based on the order in which applications are received but on how each application fits the criteria.

- A. Proven track record of services and customer satisfaction including references;
- B. Degree to which service provider's presence on REDI Net will lend support for the financing needed to complete network construction;
- C. Uniqueness of proposed service offering (services not already provided on the network or supplying existing services in a unique manner) based upon needs of REDI Net at the time the application is submitted;
- D. Established customer base within the REDI Net service area and potential to expand subscriber base and increase network revenues;
- E. Experience and ability to deliver proposed services;
- F. Financial strength and stability to operate during the ramp up phase of the network's deployment;
- G. The service offerings address the targeted service categories and in particular can:
  - 1. Expand the range of offerings available on the network
  - 2. Leverage the network capacity

REDI Net will evaluate each application within thirty business days of receipt and send written notice informing the submitting organization whether or not the application has been approved, or at the discretion of REDI Net, if there are conditions to be addressed for future consideration.

### **4.2 Separate Approvals Needed**

REDI Net does not provide rights-of-way or easements. In the event that the last-mile service provider requires rights-of-way or easements for accessing lands to extend or maintain its infrastructure, it will be the service provider's responsibility to obtain such easement from the landowner. REDI Net may request evidence of rights-of-way/easement approvals or evidence of application of such approvals as part of the application process.

## **5.0 Policy Amendments**

REDI Net reserves the right to amend this policy in writing at any time.

### **For further information or to submit applications, please contact:**

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