



Corporation of the City of  
**NEW WESTMINSTER**

**EXPRESSION OF INTEREST**

**NWEOI-22-02**

**BridgeNet Marketing/Account Management**

**Closing Time:**

Tuesday, July 5, 2022  
3:00 PM, Local Time, Vancouver BC

**Closing Location:**

upload to [https://fileshare.newwestcity.ca/filedrop/purchasing\\_submissions](https://fileshare.newwestcity.ca/filedrop/purchasing_submissions)

**Further requests for information :**

**Purchasing: Patrick Shannon, SCMP**  
Purchasing Manager

Email: [nwpurchasing@newwestcity.ca](mailto:nwpurchasing@newwestcity.ca)

<b>PROPONENT NAME</b>		
Street Address:		
City Province Postal Code		
Contact Name:		
Telephone number:		Fax:
Email		Date:
Signature: by authorized signatory		

By my signature above, it shall be understood that I have read, understood and accept the requirements outlined in the Request for Proposal, we hereby propose to supply the Services in accordance with the Request for Proposal and as outlined in this Form of Proposal.

# CORPORATION OF THE CITY OF NEW WESTMINSTER

## EOI PROCESS & GENERAL REQUIREMENTS

### **1.0 GENERAL INFORMATION**

- 1.1** Through this Expression of Interest (EOI), the City of New Westminster is currently seeking information from experienced firms to act as an Account Manager for the City's BridgeNet.
- 1.2** The City of New Westminster is the first city in Western Canada and is located at the centre of Metro Vancouver. Just 20 km from downtown Vancouver, the City has both major transportation routes and railways running through its boundaries.
- 1.3** This is an Expression of Interest, and not a call for tenders or request for offers and no contractual obligations shall arise between the City and a Proponent upon the Proponent's submission of a Proposal to the City.
- 1.4** The city, at its discretion, reserves the right to;
- a) Use this EOI to shortlist suppliers to proceed with a future Request For Proposal;
  - b) Directly award a contract to a supplier who demonstrates that they are able to provide all the requirements under this EOI;
  - c) Modify this EOI at any time.
- 1.5** Proponents will be solely responsible for their own expenses incurred in connection with this EOI, including in preparing and submitting a Proposal and in any subsequent negotiations with the City.
- 1.6** This EOI shall be governed by and construed in accordance with the laws of the Province of British Columbia.
- 1.7** By submitting a response, the Respondent confirms that neither it nor any of its officers, directors, employees or subcontractors, has any financial or personal relationship or affiliation with any elected official or employee of the City of New Westminster or their immediate families which might in any way be seen or perceived to create a conflict of interest.
- 1.8** All documents submitted to the City in response to this EOI or as part of any subsequent negotiation will become the property of the City, and will not be returned.
- 1.9** Proponents should be aware that the City is subject to the provisions of the Freedom of Information and Protection of Privacy Act (FOIPPA) ("Act"). A Proponent may stipulate in their Proposal that a portion(s) of their Proposal that contains confidential information and is supplied to the City in confidence. However, under FOIPPA, the City may nevertheless be obligated to disclose all or part of a Proposal in response to a request made under the Act, even if the Proponent has stipulated that part of their Proposal is supplied in confidence. The Proponent should review Section 21 and other provisions of FOIPPA in order to gain a better understanding of the City's disclosure responsibilities under the Act.
- 1.10** All information provided by the City to a Proponent in connection with this EOI is provided on a confidential basis, and Proponents will not disclose any such information to any person (other than the Proponent's legal advisers or consultants) without the City's prior written consent, nor

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may any Proponent publicize or advertise its involvement with this EOI process without the prior written consent of the City.

- 1.11** Proponents shall not contact City elected officials, officers or employees directly or indirectly regarding this EOI, except as indicated in this EOI.

### **2.0 BUSINESS REQUIREMENTS & SCOPE OF WORK**

- 2.1** See Appendix A for a full description of the services and the background on the City's BridgeNet program.

### **3.0 PROPOSAL INSTRUCTIONS**

- 3.1** Proposals should be submitted electronically in one (1) Adobe (PDF) file with Subject NWEOI-21-02 Submission" in the Subject to [https://fileshare.newwestcity.ca/filedrop/purchasing\\_submissions](https://fileshare.newwestcity.ca/filedrop/purchasing_submissions)
- 3.2** The City will receive Proposals at the location and time indicated on the title page of this Request for Proposal.
- 3.3** Requests for clarification or further information should be made in writing only to the individual from the City identified on the first page of this EOI. The City may respond to enquiries that it, in its sole discretion, considers relevant to this EOI. The City intends to respond only to those relevant written enquiries received at least ninety-six (96) hours prior to the closing time indicated on the title page of this EOI. The City may record enquiries and post written responses on its website at <https://www.newwestcity.ca/business-and-economy/doing-business-with-the-city/request-for-bids-and-proposals-open>

### **4.0 SUBMISSION REQUIREMENTS**

- 4.1** Proposals should be provided double-sided on 8 1/2" white paper, in a font colour of black and not less than 11 point. All proposals must include and clearly identify:
- a) **Cover Page:** Front page of this EOI with the required Proponent information filled out and signed.
  - b) **Previous Experience:** (2 pages max) provide an overview of your company experience providing similar services. Include any resumes.
  - c) **Methodology and Approach:** (3 pages max) Provide an overview of how you would approach working with the City to address our requirements.
  - d) **Costs:** Provide a budget estimate to provide the services you noted in Submission Requirement 4.1 c.

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## Appendix A

**BridgeNet Marketing / Account Management Description of Services**

BridgeNet provides New Westminster residents and businesses greater access to reliable, affordable high-speed internet services and improves choices by enabling more Internet Service Providers who can offer digital services in the community.

BridgeNet leases unused capacity in the City's carrier-grade fibre optic network to Internet Service Providers (ISPs) and telecommunication companies who in turn offer high-speed internet, phone, TV/video services to local business and multi-family residential customers at some of the best rates in the country. With affordable and readily available high-speed broadband services, the City is equipped to attract more innovative companies and knowledge workers to the community, helping businesses of all sizes to compete in today's global digital economy.

BridgeNet launched in 2016 as part of the City's [Intelligent City](#) initiative. Having a reliable and robust fibre network infrastructure is critical to facilitating economic development and attracting new talents and industries to New Westminster.

**Deliverables**

- Develop and maintain new and existing sales through the City's Dark Fibre Utility (BridgeNet) Sales Channel within the City of New Westminster Service Area
- Manage and generate new relationships with key ISP's within the BridgeNet Service Area. Achieve sales and revenue growth targets by assisting agents in up-selling their base accounts and acquiring new accounts.
- Meet monthly, quarterly, and annual sales goals set by the leadership team through aggressive prospecting and marketing. Demonstrated ability to succeed in an autonomous environment is key to this role.
- Reports to the Utility Commission General Manager.

**Responsibilities**

- Generate sales revenue by actively promoting and teaching ISP's which BridgeNet Dark Fibre products and services will be a good fit for their customers.
- Provide proposals and assist ISP's in managing their customers and prospects through the sales process.
- Grow revenue by penetrating ISP's with little to no BridgeNet business relationship, through active prospecting/networking
- Maintain current business relationships with key customers, assisting ISP's in securing existing revenue on long term commitments
- Apply knowledge of customers, industry and services to achieve revenue objectives. Identify and initiate contact with key ISP's

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- Develop accurate and timely forecast of sales opportunities. Develop and maintain records of ISP's and customer activity for reporting of sales and forecasts. Provide accurate and timely information to management.
- Coordinate closely with other City departments to ensure ISP's and customer satisfaction is maintained and revenue objectives met.
- Collaboratively work as part of a team while concurrently performing as an individual

What does a good supplier look like?

- 3-5 years' experience solution selling into large accounts.
- 3-5 years' experience within the Indirect Channel.
- Existing relationships with key ISP's within the City of New Westminister and Lower Mainland. Demonstrated success & consistency in achieving targeted goals.
- Excellent communication skills, both verbal and written.
- Strong enterprise business relationships.
- Exceptional customer service and relationship building/maintaining skills.
- Thorough understanding of account management & the strategic selling process.
- Complete understanding of BridgeNet Networks value proposition, products and services such as Ethernet, Wavelength, IP transport, Dark Fiber, Custom Access, and Colocation.
- Effective problem solving and interpersonal skills.
- Knowledge of Microsoft Word, Excel, and PowerPoint; Salesforce a plus.