

Request for Proposals Project Volunteer Coordinator

Background

Lake County, Minnesota has recently received a ARRA (Stimulus Fund) award to assist in the financing of a County-owned Fiber-optic network that will serve all of the homes and businesses in Lake County and a portion of Saint Louis County that includes the cities of Ely, Babbitt, Aurora, and Hoyt Lakes and the Towns of Basset, White, Waasa, Embarrass, Colvin, Duluth, and Morse. This network will provide state-of-the-art voice, video and data services at affordable prices. More information about the network can be found at <http://www.co.lake.mn.us> on the Fiber Optic Project tab. The network construction is expected to begin in Spring, 2011 and be completed by Fall, 2013.

Services requested

In order to maximize the number of subscribers that purchase the services provided by Lake County, the County wishes to engage the services of a Project Volunteer Coordinator (“Coordinator”). The Coordinator is expected to conduct the following activities:

1. Solicit at least one volunteer in each city and town served by the network who will serve as that community’s Local Volunteer Coordinator.
2. Assist Local Volunteer Coordinators solicit membership in a local volunteer committee.
3. Provide ongoing information to Local Volunteer Coordinator’s about the development of the network, including, but not limited to:
 - a. Construction schedule
 - b. Service offerings and subscription availability
 - c. Comparison with available competitive services
 - d. Information about the benefits and services available via fiber networks
 - e. Support for local educational events that can increase broadband subscriptions
4. Assist Lake County with ideas for additional network marketing opportunities.
5. Suggestions for improvements or usage of Lake County website to assist any promotional or educational activities.

A trip to each local community to facilitate the organizational meeting of the local volunteer committee is expected. After the organizational meeting, the Coordinator is only expected to hold monthly meetings of the Local Volunteer Coordinators.

The term of this engagement is expected to be 4-6 months. The Coordinator will not be an employee of Lake County.

Qualifications

- Familiarity with fiber optic networks and the telecommunications industry
- Experience with recruitment and coordination of volunteers

Understanding of the use of social media

Interested individuals or firms should send one paper copy of the proposal along with an electronic copy (PDF or Word file) to:

Laurel Buchanan, Administrative Clerk of the Board
Lake County Courthouse
601 Third Avenue
Two Harbors, MN 55616
Clerk.Board@co.lake.mn.us

The submission deadline is December 22, 2010 at 3:00 pm

Proposals should include:

1. Experience and background
2. Level of effort required (i.e. hours per month of persons involved, travel, support materials)
3. Billing rates for any parties involved in the project
4. Any other marketing activities deemed to be beneficial to the project

Lake County reserves the right to reject all proposals. Any information provided in proposals can be used by Lake County without any obligation to the proposers.

December 10, 2010