Utah Telecommunication Open Infrastructure Agency



Request for Proposal for Door-to-Door Sales Services RFP # 2026SALES-001

November 6, 2026

UTOPIA Fiber invites proposals to provide door-to-door sales in designated cities. Contractors and their representatives will represent UTOPIA Fiber, explain its open-access network and residential ISP choices impartially, and support informed customer enrollment.

The RFP opens Friday, November 6, 2026 at 5:00 P.M. Proposals must be received by Friday, December 4, 2026 at 5:00 P.M., emailed to Jeff Erwin at jerwin@utopiafiber.com.

Late proposals will not be considered. Submit questions by Friday, November 20, 2026 at 5:00 P.M. to Jeff Erwin at jerwin@utopiafiber.com. UTOPIA will compile questions and publish consolidated answers for all respondents by Friday, November 27, 2026, allowing one week for proposal updates before closing.

Sincerely,



Roger Timmerman
Executive Director
UTOPIA Fiber

UTOPIA Fiber

Request for Proposals

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1. Introduction and Background

UTOPIA Fiber offers qualified door-to-door sales companies an opportunity to grow residential subscribership across an established, community-owned, open-access fiber network with a footprint of approximately 170,000 residential doors throughout Utah and over 60,000 residential customers. This RFP seeks partners that can turn that scale into sustained growth through effective customer education, professional sales practices, and measurable results.

UTOPIA Fiber's 2027 goal is to add 10,000 new residential customers across its service footprint through the door-to-door sales. To support this objective, UTOPIA has divided its service territory into three geographic areas: North, Central, and South. All three areas have a mix of addresses which have been installed over the past 20 years as well as new addresses recently become available within the past year. Proposers may submit proposals for one, two, or all three areas. UTOPIA reserves the right to award any or all areas to one or more proposers based on its evaluation of proposals and operational needs. UTOPIA will work with selected contractors to establish area assignments, coverage expectations, and management responsibilities to support effective execution and achievement of its 2027 growth objective.

UTOPIA Fiber's Utah residential service communities include:

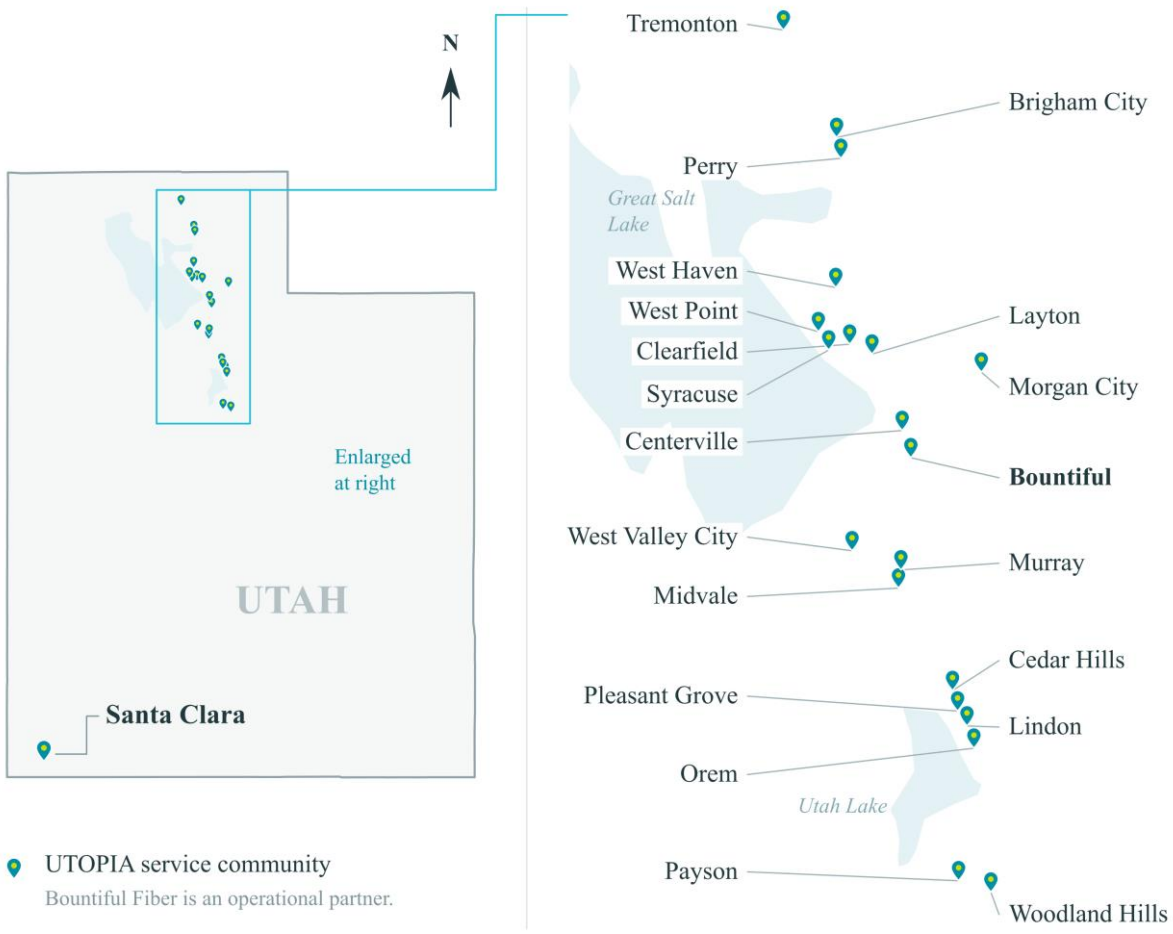
North region: Brigham City, Clearfield, Layton, Morgan City, Perry, Syracuse, Tremonton, West Haven and West Point

Central region: Bountiful Fiber (through an operational partnership with Bountiful City), Centerville, Midvale, Murray and West Valley City

South region: Cedar Hills, Lindon, Orem, Payson, Pleasant Grove, Santa Clara and Woodland Hills

Selected contractors will represent UTOPIA Fiber and introduce residents to the benefits of fiber connectivity and the freedom to choose among participating residential Internet Service Providers. Contractors will receive UTOPIA-branded marketing materials, training, and access to approved sales tools after completing the required readiness steps. Successful partners will combine effective recruiting and territory coverage with accurate forecasting, complete sales funnel reporting, and a strong commitment to customer experience. The objective is to increase network adoption while representing participating ISPs fairly and independently and protecting the trust of the communities UTOPIA serves.

Sales activity on any network or within any territory is subject to UTOPIA's authorization and address-level service availability.



UTOPIA Fiber Background and Competitive Advantage

UTOPIA Fiber provides a 100% fiber network to each of our member cities. Our network is based on an open-access, direct-ethernet architecture. Direct ethernet means that every customer has their own individual fiber connection, which means we can guarantee customers always see the speeds they pay for, up to 10Gbps both up and down. Underground fiber makes up roughly 80% of our area, with aerial fiber the remaining 20%.

Open access means that UTOPIA Fiber manages a marketplace of ISPs who provide the "water through the pipes". Much like a county manages an airport but you fly through an airline, UTOPIA Fiber does the same for internet. UTOPIA Fiber is subscription-based: there is no contract locking customers in, and customers can switch freely between any of the ISPs on our network with no fees or additional costs. Because of this, it is important for door-to-door sales to remain impartial and not favor any ISP over another.

UTOPIA Fiber manages the order and installation process for customers. Reps will be able to assist customers signing up through our website shopping cart and allow the customer to select their ISP, speed, and other add-on products (TV, phone, etc.). Once ordered, customers receive a confirmation email which directs them to our scheduler, where they can schedule their installation date and choose and schedule an

optional consultation if they want input "where the box goes". UTOPIA Fiber utilizes third-party contractors to install conduit and fiber to the home. We can install underground customers in as quickly as 9 business days, and for 2026 our average installation time is between 12 and 13 business days.

2. Scope of Services and RFP Schedule

Conduct door-to-door sales campaigns in UTOPIA-authorized territories and cities; educate customers, answer inquiries accurately, process enrollments, and coordinate installation scheduling.

Represent all residential ISPs available at the customer address equally and independently. Present accurate, comparable options and respect the customer's informed choice. Do not steer customers toward an ISP because of affiliation, incentives, compensation, or personal preference.

Use UTOPIA-branded marketing materials supplied by UTOPIA Fiber. Representatives must identify themselves as representing UTOPIA Fiber, not an individual ISP. Use only UTOPIA-approved offers, comparisons, identification, and materials.

Mobilize for the earliest field-sales start of Monday, February 1, 2027. Each awarded contractor must have an executed contract and each representative must satisfy the training, onboarding, licensing, system-access, and UTOPIA authorization requirements before knocking doors.

RFP milestone	Date and timing
RFP release	Friday, November 6, 2026 at 5:00 P.M. MT
Questions due	Friday, November 20, 2026 at 5:00 P.M. MT
Consolidated answers released	Friday, November 27, 2026 at 5:00 P.M. MT
Proposals due and RFP closes	Friday, December 4, 2026 at 5:00 P.M. MT
Anticipated award	Friday, January 8, 2027
Deadline to finalize and sign contracts	Friday, January 22, 2027 at 5:00 P.M. MT
Contractor and representative training	Week of January 25 through Friday, January 29, 2027, subject to timely contract execution
Operational onboarding and earliest door knocking	Monday, February 1, 2027, only after every readiness prerequisite is met

Mandatory representative readiness and field controls

Each individual representative must complete UTOPIA-specific training and onboarding and receive UTOPIA authorization before selling. Contractor management training alone does not satisfy this requirement. Training will include but is not limited to open-access network understanding, ISP neutrality, approved marketing, customer disclosures, installation expectations, enrollment, SalesRabbit, and city solicitation requirements.

Each representative must hold a valid solicitor license for each city in which that representative sells. Copies showing the representative, city, validity, and expiration must be on file with UTOPIA before any SalesRabbit access is granted. UTOPIA must verify this prerequisite. A license for one city does not

authorize sales in another. Submit additional city licenses before working there and keep all records current; stop work in a city when the applicable license expires or becomes invalid.

Use individual authorized SalesRabbit accounts, provided by UTOPIA Fiber. The contractor must maintain a current roster and promptly notify UTOPIA of departures, license changes, and loss of eligibility so access and assignments can be updated.

Disposition 100% of doors visited in SalesRabbit, including unanswered doors, refusals, follow-ups, and completed sales. Update each visited address with a new status and notes for each visit, using UTOPIA-approved disposition options. Record the visit under the correct representative and territory so performance can be tracked by region and by sales rep. An unanswered door must never be omitted. Complete entries by the end of the shift; this recording obligation may occur after customer signup.

Supervisors must review disposition completeness, licensing, onboarding, and customer-disclosure compliance and make supporting records available to UTOPIA Fiber staff. SalesRabbit is the required sales tracking and monitoring platform.

Launch and readiness schedule

Award is anticipated on January 8, 2027. Awarded contractors must finalize and sign their contracts by January 22, 2027 to participate in the January 25 through 29 training period.

UTOPIA-specific contractor and individual representative training will occur January 25 through 29, 2027. Operational onboarding and field deployment may begin February 1, 2027. February 1 is the earliest authorized knocking date, not automatic approval: representatives must already have completed training and onboarding, have applicable city solicitor licenses on file with UTOPIA before SalesRabbit access, and receive UTOPIA authorization. A late signature or unmet prerequisite delays the affected contractor or representative until cleared.

Mandatory reporting and management reviews

Each awarded contractor must prepare, validate, analyze, and deliver its staffing forecasts, sales performance reports, and customer complaint and feedback reports. The contractor must reconcile its reports with UTOPIA-approved records and explain results, forecasts, and corrective actions. UTOPIA will provide approved access or extracts from data sources it maintains; the contractor remains responsible for producing its routine analytics. Appendix B defines the minimum reporting requirements.

Every Monday, submit a forecast for the Monday through Sunday week beginning that day, actual sales performance for the week just ended, and an updated complaint and feedback register. Submit by 5:00 P.M. Mountain Time, beginning with the February 1, 2027 forecast and the February 8, 2027 prior-week results. Report every Monday, including zero-activity weeks, and identify the exact period and data cutoff. UTOPIA may approve an alternate deadline in writing for a holiday or disruption.

Participate in a standing monthly meeting between UTOPIA and the contractor's executive leadership and/or sales managers. Include the manager accountable for staffing, performance, customer complaints, and corrective actions and an executive decision-maker when escalation is needed. Review staffing and territory plans, targets and forecasts, funnel conversion and aging, cancellations, complaint counts and rates, recurring causes, ISP neutrality, readiness compliance, and aspirational improvement. Record decisions, action owners, and deadlines in the next weekly package.

RFP Implementation

UTOPIA currently anticipates making multiple awards under this RFP, with different contractors assigned to geographic areas of the UTOPIA Fiber network. These assignments will be organized into regions, such

as North, Central, and South, with final boundaries and contractor assignments determined through the evaluation, contracting, and operational planning process.

Over the course of 2027, UTOPIA expects to release segments of the network for sales progressively, generally releasing one city at a time within each assigned region. This approach is intended to support coordinated deployment, effective territory coverage, and ongoing evaluation before additional cities are released. Releases may occur on different schedules across regions.

The geographic structure, number of awards, city release sequence, and deployment schedule remain subject to refinement. UTOPIA may adjust assignments, accelerate or delay releases, or otherwise modify the implementation approach based on operational priorities, contractor readiness and capacity, sales performance, compliance, reporting quality, and customer feedback. Contractors should plan for a phased rollout and coordinate staffing and field activity with UTOPIA's approved territory releases.

Proposal Guidelines

Provide a comprehensive proposal organized as follows:

- Company profile, fiber broadband and door-to-door experience, references, and relevant case studies.
- Sales strategy for small and large member cities, target markets, neutral ISP presentation, territory management, and customer choice. Refer to https://www.utopiafiber.com/cities/ for member-city information; UTOPIA will confirm assigned territories following the contract execution.
- Personnel plan, leadership and field qualifications, recruitment, retention, subcontractors, individual UTOPIA onboarding, and city-by-city licensing controls.
- Implementation timeline, staffing ramp, milestones, and scalability tied to contract execution Explain how individual representative readiness will be confirmed before deployment.
- SalesRabbit workflow, 100% door-disposition audit method, sales tracking, and contractor reporting under Appendix B. Supply a sample Monday package with a rep-level forecast, prior-week and cumulative funnel and forecast-to-actual comparison. Use historical or clearly labeled illustrative data without identifiable customer details.
- Respondent's own commission model and escalators, subject to UTOPIA confirmation of current offerings before issue. Disclose all fees, incentives, ISP affiliations, and compensation arrangements that could affect neutrality.

3. Commission Model

UTOPIA Fiber is open to creative commission structures proposed by respondents. These commission structures may include, but are not limited to, base commission (can be based on speed or not, and can trigger on sale, installation of the customer, a certain time period after the customer install, or otherwise), escalators based on quantity (either for individual reps or as a whole), continuous sales month over month, monthly or annual escalators, claw backs, or other structures proposed. UTOPIA Fiber is looking for creative commission models which incentivize UTOPIA's goals:

- Long term customer satisfaction with high retention
- Consistency in sales volume over time
- Quality representing UTOPIA Fiber: customers who sign up are aware they are purchasing and paying for something, know what ISP and speeds they signed up for, and understand the installation process.

- Positive interactions with the community and a minimal ratio of customer complaints to interactions.
- Meeting our target goal of 10,000 additional new subscribers.

Based on industry feedback, UTOPIA Fiber is expecting the overall pay scale for an individual sale (including all commission structures and escalators) to be between $350.00 to $600.00, however UTOPIA Fiber will consider all proposals even if they do not fit within the listed pay scale as long as they incentivize UTOPIA's goals listed above.

If there are multiple awardees, commission structures will be standardized across awardees pending review and approval by all participants. As a public entity, UTOPIA Fiber cannot provide non-financial or in-kind incentives to awardees or sales reps, such as but not limited to gifts, prizes, trips, discounts, or similar.

Evaluation Criteria

UTOPIA will first review acceptance of all mandatory requirements, including B1 through B10, neutrality, branding, individual onboarding, city licenses on file before SalesRabbit access, complete door dispositions, and Appendix B reporting and complaint controls. Identify all exceptions explicitly. A proposal that does not accept these requirements is not eligible for weighted scoring unless the requirement is formally revised for all respondents through an addendum. Promising aspirational outcomes does not cure a mandatory deficiency.

Eligible proposals will be evaluated under Appendix A, which provides eight evaluation categories and scoring weights for those categories. Reporting capability will be assessed from the sample forecast, funnel, network target report, complaint dashboard, and source reconciliation required by Appendix B. Aspirational standards are assessed through the improvement plan's quality and feasibility, rather than mandatory outcomes.

4. Submission Requirements & Contact Information

Submit electronically by Friday, December 4, 2026 at 5:00 P.M. Mountain Time to Jeff Erwin at jerwin@utopiafiber.com. Use subject "Door-to-Door Sales Proposal RFP # 2026SALES-001". Include the mandatory compliance response, sample reporting package under Appendix B, primary contact and reporting owner.

5. Terms and Conditions

This RFP does not commit UTOPIA Fiber to proceed with any respondent. Proposals remain valid for 90 days after the updated submission deadline. Issuance does not assure a contract. UTOPIA Fiber reserves the right to reject any or all proposals, cancel or reissue the RFP, or adjust or extend dates through notice to respondents. The awarded contractor is responsible for ensuring its representatives and subcontractors comply with the requirements incorporated into the final contract.

Territory Assignment and Reallocation

UTOPIA reserves the right to modify, reassign, reduce, or reallocate geographic areas, territories, or sales opportunities among contracted providers at any time based on contractor performance, sales results, territory coverage, operational needs, or other business considerations. Such adjustments may include transferring all or portions of an assigned area to another contracted provider. Contractors shall cooperate with UTOPIA in implementing any such changes and shall have no guarantee of exclusive or continued

assignment to any particular geographic area or territory.

Representative Approval

UTOPIA Fiber reserves the right to final say on approving which sales reps are able to represent us and may ask awardees to remove specific sales representatives based on poor customer service feedback, failure to follow proper procedures, false statements, fraud, or any other failure to meet UTOPIA's standard.

6. Confidentiality

Proposal information will be handled confidentially within the evaluation process to the extent permitted by applicable law. Respondents must identify claimed confidential material and the basis for that claim. UTOPIA Fiber cannot promise confidentiality beyond applicable disclosure requirements.

7. Appendix A

Score each category once from 0 to 10 using the evidence listed below. Subcriteria guide the category score and are not scored again. Weighted points equal category score divided by 10 multiplied by the weight. Sum weighted points for a maximum of 100. Document reasons for each score.

Scoring anchors: 0 = absent or no evidence; 1 to 2 = poor; 3 to 4 = below average; 5 to 6 = average and adequately supported; 7 to 8 = above average with specific credible evidence; 9 to 10 = exceptional, demonstrable and directly relevant. Mandatory compliance remains a separate gate regardless of numeric score.

Criteria	Weight	Score (0-10)	Weighted Points
Company background and experience: telecom/fiber experience, D2D results, references and comparable case studies	20%		
Sales strategy and approach: local market understanding, neutral ISP comparison and pitch, customer choice, territory plan	20%		
Personnel and staffing: leadership, recruitment, retention, representative qualifications	10%		
Sales tools and technology: SalesRabbit experience and notes demonstration	10%		
Compliance and regulatory adherence: supervision, neutrality controls, ethical practices and corrective action plan	10%		
Performance metrics and reporting: rep-based forecasts, all funnel stages and conversion reporting, weekly and cumulative sales targets	5%		
Pricing and compensation: competitive, transparent commissions and incentives that incentivize long-term individual and/or organizational commitment to the project	20%		
Implementation timeline: feasible milestones, staffing ramp, readiness gates, scalability for the next 12 months	5%		
Total available weighted points	**100%**		

8. Appendix B

Contractor forecasting sales funnel and customer feedback reporting

The following are mandatory reporting deliverables. Forecasts are evidence-based planning estimates. UTOPIA will approve a common template, source mapping, stage definitions, and target schedule during onboarding. The template must retain the minimum information below. Internal historical production levels and complaint counts are not contractual targets.

Monday package and reporting scope

Deliver an editable spreadsheet or UTOPIA-approved structured report, a concise management summary and supporting records via email.

Forward staffing and sales forecast

Forecast component	**Minimum information**
Who is ready	Named rep or ID, assigned manager, new or returning status, training and UTOPIA authorization, city license validity, eligible territories, available headcount, and scheduled headcount.
Where and how long	Network, city, and assigned territory for each rep; planned workdays, daily knocking windows, total knocking hours per day and week, and total rep-hours. Explain staffing and territory changes.
Expected output	Rep-level door-attempt visits, unique addresses, conversations, sold, and scheduled counts.
Rep performance basis	Recent completed week attempts per region, including total knocking hours and the knocked-to-conversations, conversations-to-sold, and sales-to-signatures rates.

Sales funnel stages and supporting breakdowns

Stage	**Counting requirement**
Doors Knocked	All door-attempt visits, including unanswered doors. Also show unique addresses, repeat visits, and disposition totals. Record status and notes for every visited address.
Talked To or Conversations	Conversations arising from attempted doors. Show the corresponding attempts and separate follow-ups from earlier visits when periods differ.
Sold	Valid executed customer enrollment supported by the required signed agreement.
Scheduled	Orders with a confirmed installation appointment under UTOPIA's approved scheduling process.
Installed	Orders with a verified completed installation date confirmed by UTOPIA's CRM system.