



**Santa Cruz County Regional
Transportation Commission
Service Authority for Freeway Emergencies**

AGENDA

Thursday, August 4, 2016

**NOTE LOCATION THIS MONTH
Scotts Valley City Council Chambers
1 Civic Center Dr
Scotts Valley, CA**

Immediately following the completion of the regular RTC meeting

1. Oral communications

Any member of the public may address the SCCRTC Service Authority for Freeway Emergencies (SAFE) for a period not to exceed three minutes on any item within the jurisdiction of the SCCRTC SAFE that is not already on the agenda. The SCCRTC SAFE will listen to all communication, but in compliance with the State Law, will not take action on items that are not on the agenda.

Speakers are requested to sign the sign-in sheet so that their names can be accurately recorded in the minutes of the meeting.

2. Additions or deletions to consent and regular agendas

CONSENT AGENDA

All items appearing on the consent agenda are considered to be minor or non-controversial and will be acted upon in one motion if no member of the SCCRTC SAFE or public wishes an item be removed and discussed on the regular agenda. Members of the SCCRTC SAFE may raise questions, seek clarification or add directions to Consent Agenda items without removing the item from the Consent Agenda as long as no other SCCRTC SAFE member objects to the change.

No consent items

REGULAR AGENDA

3. Call Box Call Answer Center Contract

(Amy Naranjo, Transportation Planner)

a. Staff report

b. Resolution authorizing the Executive Director to enter into an agreement with CDS Net for call box answering services

4. Adjourn

AGENDA: August 4, 2016

TO: Regional Transportation Commission/ Service Authority for Freeway Emergencies

FROM: Amy Naranjo, SAFE Program Manager

RE: Contract for Call Box Call Answering Center Service

RECOMMENDATIONS

Staff recommends that the Regional Transportation Commission, serving as the Service Authority for Freeway Emergencies (SAFE), approve the attached resolution (Attachment 1) authorizing the Executive Director to enter into a 3-year agreement with CDS Net for call box call answering services.

BACKGROUND

The Santa Cruz County Regional Transportation Commission Service Authority for Freeway Emergencies (RTC SAFE) owns and operates a system of 100 call boxes along highways 1, 9, 17, 129, and 152. Motorists may use call boxes to request assistance or report incidents. All call box calls are answered by a call answering center. The majority of the calls are processed by the call answering center; however, some calls, such as those reporting collisions or emergencies, are required to be forwarded to the CHP.

DISCUSSION

The contract with the existing call box call answering service contractor will expire on August 5th, 2016. Through a joint Request for Proposals (RFP) process with the Metropolitan Transportation Commission (MTC SAFE) and regional SAFEs - Transportation Agency for Monterey County (TAMC SAFE), San Luis Obispo County Council of Governments (SLOCOG SAFE) and RTC SAFE - CDS Net has been selected to enter into separate agreements with each SAFE agency for call box call answering services. The selected firm will answer 100% of the voice and TTY calls for the next 3 years, with an option for one 3-year extension.

Level of Service (LOS) Criteria

MTC SAFE uses level of service (LOS) based contracts for call answering services and the RFP released included the performance criteria to be used for the resulting

contracts (see the table below). The payment for call answer center services will be compensated using a base price with bonuses/penalties for each Level of Service (LOS) measure. For each performance measure that the contractor exceeds the contractor gets a bonus (3% of the base rate) per call and for each performance measure that the contractor does not meet the contractor gets a penalty (3% of the base rate) per call.

Performance Criteria	Bonus (+)	Penalty (-)
Percentage of calls answered in less than 20 seconds;	+3%	-3%
Percentage of calls answered in less than 90 seconds;	+3%	-3%
Average delay in answering calls;	+3%	-3%
Average delay in answering calls during peak periods;	+3%	-3%
Number of days 2-3% of calls were delayed by 2 minutes;	+3%	-3%
Average call answering quality score	+3%	-3%

The RFP requested a price for setting up remote monitoring agents, a base price for each call with a bonus and penalty amount, and 511 Freeway Assist connection fee. To receive the base price per call, a call answering center must meet the expected threshold for all performance measures. The base price per call is reduced by the penalty amount for each performance measure not meeting the expected threshold. The base price is increased by the bonus amount for each performance measure exceeding the expected threshold. The goal is to ensure that a call answering center exceeds all thresholds.

Procurement Process

MTC, in collaboration with the regional SAFEs, issued a Request for Proposal (RFP) in April 2016 for consultant assistance for call box call answering services. Each proposer submitted one proposal to all four SAFEs; however, each SAFE will enter into separate contracts with the selected proposer.

Participating in a joint procurement with MTC and other regional SAFEs benefits the RTC SAFE in several ways including: significantly reduced cost for Phase I- setup and implementation, more competitive per call rates, less RTC staff time required to handle the procurement process, and access to greater technical expertise.

Responses to the RFP

MTC received three proposals, which were evaluated by a panel of representatives from the RTC, MTC, SLOCOG, and TAMC. The evaluation criteria included: 1) cost (50%); 2) qualifications and references (25%); and 3) work plan (25%). By the closing date, AAMCOM, Faneuil, and CDS Net (the current contractor) submitted proposals.

After a thorough review and scoring of the proposals, the evaluation panel unanimously recommended the selection of the CDS Net.

CDS Net scored the highest in terms of their cost proposal and it is consistent with each SAFE program's budget. As the incumbent service provider, CDS Net proposed zero setup and implementation fees for Phase I and can begin Phase II immediately with no transition period or overlap between contractors. CDS Net submitted a base rate for continued operations in Phase II that did not include extra connection fees for 511 Freeway Assist calls, a particular concern for MTC and SLOCOG. The RTC and TAMC do not have a 511 Freeway Assist system in place.

CDS Net's proposal also outlined the best overall work plan, and they are well qualified to provide this service. CDS Net has been the main provider of call box and 511 Freeway Assist call answering services for MTC and the Regional SAFEs since 2010. This firm has numerous years of experience working on various SAFE's call box programs in the State and has the ability to best meet the implementation schedule for the project. In addition, the firm only handles calls related to transportation and has call handling experience dealing with roadside emergencies and geographically locating callers. Moreover, the call answering system demonstrated by CDS Net is able to provide various call type reports.

New Contract Considerations

The new call box call answering service contract is expected to be performance based, similar to the current contract. This means that each month the price per call is modified depending on the performance of the contractor. The new contract base price per call will be \$3.88 and may increase up to \$4.60 or decrease to \$3.16 based on the contractor's ability to achieve all of the six levels of service performance criteria.

Call box call volumes are not expected to exceed 1,000 calls annually therefore the 3-year contract total should not exceed \$13,800. This amount is funded by the Service Authority for Freeways and Expressways funds, and is included in the RTC budget. The new contract is proposed to cover a three-year period with the option for one 3-year extension. This builds in an incentive for the contractor to continuously perform at a high level. It also provides RTC staff sufficient time to evaluate the ongoing service performance, and allows staff to modify performance incentives at specific junctures, if needed.

SUMMARY

The contract with the existing call box answering service contractor, CDS Net, will expire August 5, 2016. Through a joint Request for Proposals process with the MTC SAFE, SLOCOG SAFE, TAMC SAFE and the RTC SAFE, the firm CDS Net has been selected as the contract to answer 100% of the voice and TTY calls for the next 3 years with one option to extend for another 3 years.

Attachments:

1. Resolution

RESOLUTION NO. _____

Adopted by the Santa Cruz County Regional Transportation
Commission

on the date of August 4, 2016
on the motion of Commissioner:
duly seconded by Commissioner:

A RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO ENTER INTO AN
AGREEMENT WITH CDS NET FOR CALL BOX CALL ANSWERING SERVICES

WHEREAS the Santa Cruz County Regional Transportation Commission
(SCCRTC) Service Authority for Freeway Emergencies (SAFE)
established a highway call box system which benefits Santa Cruz
County motorists and visitors; and,

WHEREAS a private call box call answering service was
established to answer call box calls; and,

WHEREAS the current contract expires August 5, 2016.

THEREFORE BE IT RESOLVED BY THE SANTA CRUZ COUNTY REGIONAL
TRANSPORTATION COMMISSION SERVICE AUTHORITY FOR FREEWAY
EMERGENCIES THAT:

1. The Executive Director is authorized to enter into a contract
with CDS Net for private call box call answering services for
a 3-year period at a base price of \$3.88 per answered call
with a \$0.12 bonus or penalty for each level of service
measure exceeded or not met.
2. The Executive Director is authorized to execute any necessary
amendments to the call box call answering center contract with
CDS Net to ensure continued service as long as the amendment
is consistent with the approved SCCRTC SAFE budget.

AYES: COMMISSIONERS

NOES: COMMISSIONERS

ABSENT: COMMISSIONERS

ABSTAIN: COMMISSIONERS

Don Lane, Chair

ATTEST:

George Dondero, Secretary

Distribution:

RTC Fiscal

Transportation Planner-AN