

CITY OF EL PASO, TEXAS

AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM

DEPARTMENT: CITY MANAGER'S OFFICE

AGENDA DATE: MAY 22, 2012

CONTACT PERSON/PHONE: LEILA MELENDEZ, CITY MANAGER'S OFFICE, 541-4859
BRUCE D. COLLINS, PURCHASING MANAGER, 541-4313

DISTRICT (S) AFFECTED: ALL

SUBJECT:

City Manager's Office recommend to award RFP 2012-138R for Non-Emergency 311-Telephone Exchange Communications Service to Southwestern Bell Telephone Company dba AT&T Texas. This is an initial term contract for 1 year with a 5-year option. The total estimated award is \$345,225 for a 6 year term.

BACKGROUND / DISCUSSION:

In 2011, the City of El Paso established a centralized call center to answer citizen phone calls relating to non-emergency and City services and programs. The purpose of the call center is to centralize the incoming calls into one location rather than the current process of various numbers and locations. The "311" number is free and easy to remember that citizens can use to quickly access city services without having to remember or find various department phone numbers. The use of this number also reduces the number of non-emergency calls answered by the 911 dispatch center.

SELECTION SUMMARY:

Solicitation was advertised on 1/10/2012 and 1/17/2012. The postcards were mailed out on 1/10/2012. The solicitation was posted on City website on 1/10/2012. The email (Purmail) notification was sent out on 1/10/2012. Total of 10 bidders were solicited; 9 were local. One bid was submitted a bid and it was a local vendor.

PRIOR COUNCIL ACTION:

City Council approved a contract with Faneuil, Inc. in February 2011 for staffing, training and management of the call center.

AMOUNT AND SOURCE OF FUNDING:

This is a one year contract with an option to extend for five years. First year: \$63,525 and subsequent years: \$56,340 each. These amounts are based on a monthly call volume of 40,000 3-1-1 direct calls.

22010311-504000-01101 Phone – General Fund

BOARD / COMMISSION ACTION:

N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:

Name Signature Date

COUNCIL PROJECT FORM

(RFP OR RFQ)

*******POSTING LANGUAGE BELOW*******

Please place the following item on the **CONSENT** agenda (under **RFP's**) for the Council Meeting of **MAY 22, 2012.**

The award of Solicitation No. 2012-138R (Non-Emergency 311 – Telephone Exchange Communications Service) to Southwestern Bell Telephone Company dba AT&T Texas for a total estimated award of \$345,225.00 (6 years).

Department: City Manager's Office
Award to: Southwestern Bell Telephone dba AT&T Texas
El Paso, TX
Item(s): All
Initial Term: 1 year
Option: 5 years
Annual Estimated Amount: \$63,525.00 (1st Year)
Total Initial Estimated Award: \$63,525.00 (1 year)
Annual Estimated Amount: \$56,340.00 (Option Years 2 through 5)
Total Estimated Award: \$281,700.00 (Option Years 2 through 5)
Total Estimated Award: \$345,225.00 (6 years)
Account No.: 22010311 – 504000 – 01101
Funding Source: Phone - General Fund
District(s): All

This is an RFP, service contract.

The Financial Services - Purchasing Division and City Manager's Office recommend award as indicated to Southwestern Bell Telephone Company dba A&T Texas, the sole proposer.

*******ADDITIONAL INFO BELOW*******



CITY OF EL PASO REQUEST FOR PROPOSAL TABULATION FORM



Bid Opening Date: February 15, 2012

Project Name: Non-Emergency 311 - Telephone Exchange Communications Service

Solicitation #: 2012-138R

Department: City Manager's Office

SOUTHWESTERN BELL TELEPHONE COMPANY dba AT&T TEXAS	EL PASO, TX
RFPs SOLICITED: 10	RFPs RECEIVED: 1
	RFPs LOCAL: 9
	NO RFPs: 0

NOTE: The information contained in this rfp tabulation is for information only and does not constitute actual award/execution of contract.

APPROVED: *Denise Brudig*

DATE: 2/16/12

AT&T
ATTN: PAUL GUERRERO
500 TEXAS AVENUE, ROOM 146
EL PASO, TX 79901

TIME WARNER
ATTN: ARGELIA GOMEZ
7010 AIRPORT ROAD
EL PASO, TX 79906

VOIP TURNKEY SOLUTIONS
ATTN: JUAN VASQUEZ
201 E. MAIN STREET
EL PASO, TX 79901

BN
MSN
LITF

ACCESS COMMUNICATIONS GROUP L.P.
ATTN: PAUL LAUNSPACH
3921 MONTANA AVE
EL PASO, TX, 79903.

COMTEL- USA
1401 MONTANA AVE # C
EL PASO, TX 79902-5654

BAE SYSTEMS
28 CONCORD STREET
EL PASO, TX 79906

T I S COMMUNICATIONS OF EL PASO
11394 JAMES WATT DR # 613
EL PASO, TX 79936-6443

CLEAR NETWORKS, INC.
1620 BOLTON PLACE
EL PASO, TX 79903-2107

ADVANCED TELE-DATA SERVICES, INC
1155 LARRY MAHAN SUITE J2, EL
PASO, TX 79925

VONAGE AMERICA
ATTN: MR. SCOTT BALLANTYNE
23 MAIN STREET
HOLMDEL, NJ 07733



City of El Paso

Non-Emergency 311 Telephone Exchange Communications Service

May 22, 2012





Call Center Launch

- Located at 911 District to leverage existing infrastructure and telephony
- Integrates with 911 dispatch and OEM
- Started answering non-emergency calls 2011
- Faneuil Inc. hired to provide staffing, training and management services
- Started with one, now seven lines being supported by call center

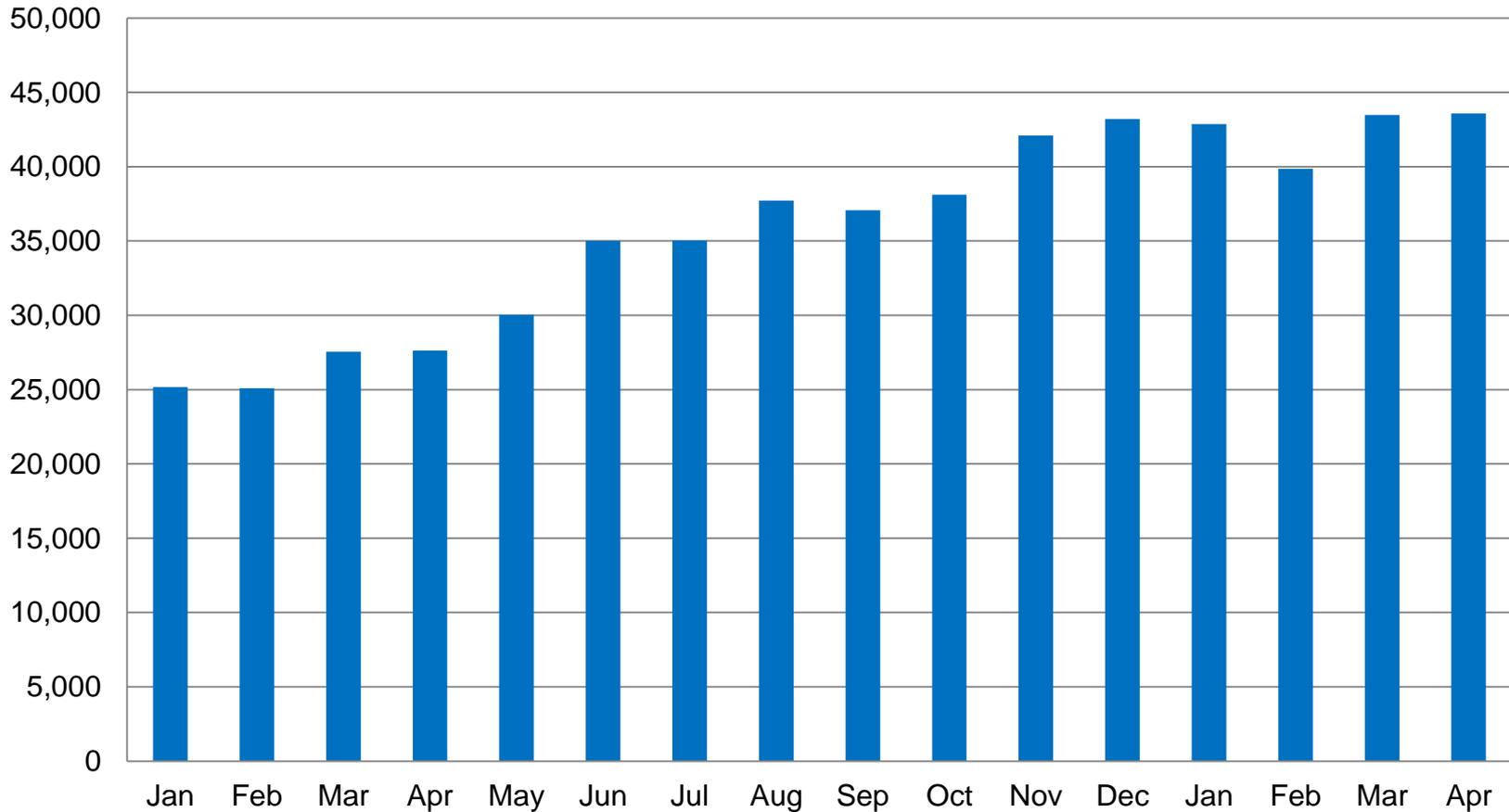


Call Center Services

Department	Phone Number	Average Monthly Call Volume
Police Non-Emergency	832-4400	21,360
Fire Non-Emergency	832-4439	909
Animal Control	842-1000	3,342
City Hall	541-4000	6,238
Code Compliance	599-6290	1,948
Department of Transportation	621-6750	623
Graffiti	621-6789	273
Environmental Services	621-6700	9,026
TOTAL		35,841



Call Volume Since 2011





Successes

- Call center answers a high volume of calls for various departments
- Seamless process for citizens to obtain information or address complaints
- Provide service from 7:00 am – 11:00 pm 7 days a week
- Continuous service during holiday closures



Areas Addressed

- Emphasized use of Outlook Directory for inter-agency calls
 - Ended use of 541-4000 as receptionist
- Learning curve, adapting to large organization
 - Name recognition of elected officials, executives and department heads
 - Routing Accela Service Requests to proper departments
- Continuous training reinforced



3-1-1 Service

- 311 is a dedicated abbreviated dialing code regulated by the Public Utility Commission
- Specific for non-emergency and city services and programs
- Only one local provider – AT&T
- Tariffs regulated by the PUC (*\$0.05 per incoming 311 call*)
- Calls are free to customer
- 311 also accessible via other telecom providers (Time Warner, Vonage)



3-1-1 Service Fees

	Year 1	Year 2	Year 3	Year 4	Year5	Year 6	Total
Service Installation (one-time charge)	\$7,185						
Monthly service charges	\$32,340	\$32,340	\$32,340	\$32,340	\$32,340	\$32,340	
Per call usage (40K calls/month)	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	
TOTAL	\$63,525	\$56,340	\$56,340	\$56,340	\$56,340	\$56,340	\$345,225

Per every 5,000 increase in call volume = \$250 increase in expense



Telcom Costs

Department	Phone Number	Annual Telecom Costs
Animal Control	842-1000	\$3,200
City Hall	541-4000	\$12,500
Code Compliance	599-6290	\$1,200
Department of Transportation	621-6750	\$19,000
Environmental Services	621-6700	\$22,000
TOTAL		\$57,900

- Goal is to eliminate individual lines
- 311 call volume increases / individual line volume decreases
- Telecom costs wash each other out



Benefits

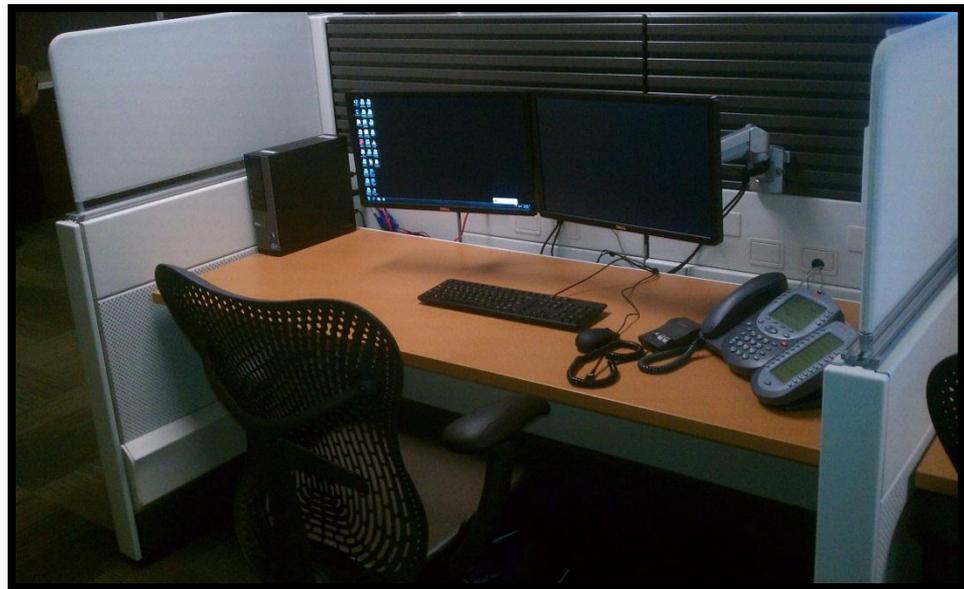
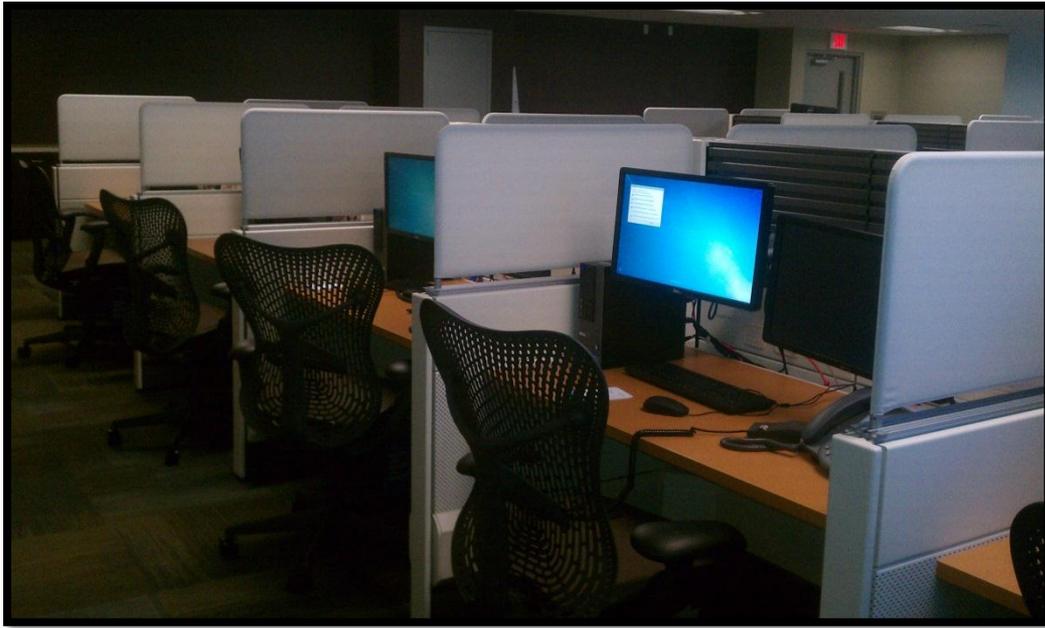
- Easy to remember phone number – “311”
- 311 is available 24/7
 - Call center is 7am-11 pm daily
 - After 11pm, calls would reach dispatch
- Better 911 response
 - Public Safety Communications divert non-emergency calls and focus solely on emergencies
- AT&T staff on-site at call center



Next Steps Running Concurrently

- AT&T will notify PUC of City's intent to provide 311 service
 - Only one entity can provide this service per region
- Move call center into new built out space at 911 District
 - From training room to 2nd floor
- Faneuil will continue to monitor call volume and tracking
 - Continuous hiring/training of call takers
- AT&T Mobility and other wireless provider access

SERVICE SOLUTIONS SUCCESS





Public Education



**CALL
311**

El Paso

**City Services &
Information**

LLAME

311

El Paso

**Servicios y
Informacion**

311

**Non-Emergency
City Services & Information**

CALL

911

Emergencies Only



Burning Question?
311

CALL

Burning Building?
911

Garbage Pickup?
311

CALL

Armed Stickup?
911

I want to recycle.
311

CALL

I want to confess.
911

Minor Annoyance
311

CALL

Major Emergency
911



Questions / Comments

