



April 18, 2019

To: Legislative and Communications Committee

From: Darrell Johnson, Chief Executive Officer

Subject: Amendment to Agreement to Exercise Option Term for Customer Information Center

Overview

On January 27, 2014, the Orange County Transportation Authority Board of Directors approved an agreement with Alta Resources to operate the Customer Information Center for a three-year initial term and two, two-year option terms. Staff is requesting approval to exercise the second option term.

Recommendation

Authorize the Chief Executive Officer to negotiate and execute Amendment No. 3 to Agreement No. C-3-1895 between the Orange County Transportation Authority and Alta Resources to exercise the second option of the agreement, in an amount not to exceed \$2,094,074, to provide call center services. This will increase the maximum obligation of the agreement to a total contract value of \$8,242,674.

Discussion

The Orange County Transportation Authority's (OCTA) Customer Information Center (CIC) provides information to more than 320,000 callers per year who call the (714) 636-RIDE or 1-800-636-RIDE telephone numbers. CIC services include assisting customers with bus trip itineraries, bus scheduling information, next bus arrival times, receiving and recording customer comments, complaints, and compliments, processing pass sales orders, and answering questions regarding the OCTA Reduced Fare Identification Program. In addition, the CIC answers questions relative to customer relations, ACCESS paratransit service, freeway services, rideshare, and Metrolink, and transfers more advanced questions to the appropriate OCTA departments. The CIC operates seven days a week, 365 days per year. Hours of operation are weekdays from 7:00 a.m. to 7:00 p.m., weekends from 8:00 a.m. to 6:00 p.m. and holidays from 8:00 a.m. to 5:00 p.m.

During its hours of operation, the CIC provides live English and Spanish speaking representatives to address customer questions and provide information. On-demand translation services are available as needed for Farsi, Mandarin, Vietnamese, and over 170 additional languages. Telecommunications Relay Service (TTY) is also available for customers with a hearing or speech impairment.

Alta Resources (Alta) has provided call center services to OCTA since 2001. Alta is headquartered in Neenah, Wisconsin, and operates the CIC locally from its location in the City of Brea. The CIC is staffed with four full-time operators and 17 part-time operators within the City of Brea.

In addition to the CIC, OCTA offers other methods to answer customer questions. Improvements in technology have allowed OCTA to provide different and more advanced options for customers to use. In 2008, OCTA began providing mobile and web-based information that allows customers to access information according to their preferences. With the proliferation and increased usage of smartphones and other mobile connectivity devices, customers increasingly obtain bus information through mobile transit apps such as Google Maps or the Transit app, Text4Next, eBusbooks, and other online sources. Call volumes vary from month to month, but overall the availability of mobile information delivery methods, along with declines in bus ridership, has contributed to lower call volumes.

The current CIC contract, effective July 2014, is based on a pricing structure that assigns a fixed rate to pre-determined call volume ranges. As call volume has decreased, staff negotiated with Alta Resources to add additional lower-priced tiers in November 2016. Staff has recently negotiated with Alta to include a new lower tier to be effective with the second option term beginning July 2019, shown in the following chart.

Monthly Call Volume Tiers

Initial Term Jul. 2014	Amend. 1 Nov. 2016	Proposed Amend. 3 Jul. 2019
60,001 – 67,000	60,001 – 67,000	60,001 – 67,000
55,001 – 60,000	55,001 – 60,000	55,001 – 60,000
50,001 – 55,000	50,001 – 55,000	50,001 – 55,000
40,000 – 50,000	40,001 – 50,000	40,001 – 50,000
	35,001 – 40,000	35,001 – 40,000
	00,000 – 35,000	25,001 – 35,000
		00,000 – 25,000

By July 2019, the CIC will take on additional call-taking and response services to consolidate inbound public and customer calls. The OCTA Administrative office general phone line will be handled by live operators at the CIC, with minimal impact on call volume. This removes an existing automated system. CIC operators will seamlessly direct the callers to appropriate OCTA staff or resources.

Additionally, call-taking services for OCTA Lost and Found are being transferred to the CIC. Customers will be able to report the circumstances and description of any lost items within the normal operating hours of the call center, including evenings and weekends.

Procurement Approach

This procurement was originally handled in accordance with OCTA's Board of Directors (Board)-approved policies and procedures for professional and technical services and was awarded on a competitive basis. On January 27, 2014, the Board approved a contract with Alta for a three-year initial term with two, two-year option terms, in the amount of \$4,035,000. Option year pricing was negotiated in the original agreement as monthly fixed-rates based on various monthly call volume ranges. As a result of renegotiations by the Contracts Administration and Materials Management Department, Alta agreed to include an additional lower monthly call volume range to accommodate a trending decrease in call volume.

The first option term of the agreement will expire on June 30, 2019. OCTA has been satisfied with the services and support provided by Alta throughout the agreement. Extending the term of the agreement will allow OCTA continued assistance with its CIC.

Exercising the second option term will extend the agreement through June 30, 2021, for an additional \$2,094,074, bringing the total contract value to \$8,242,674 (Attachment A).

Fiscal Impact

The second option term was included in the Proposed OCTA Fiscal Year 2019-20 Budget, Account 1837-7519-D4601-1E4, and is funded through the Orange County Transit District Fund.

Summary

Based on the information provided, staff recommends the Board authorize the Chief Executive Officer to negotiate and execute Amendment No. 3 to Agreement No. C-3-1895 with Alta Resources to exercise the second option term, in the amount of \$2,094,074, for call center services effective July 1, 2019 through June 30, 2021.

Attachment

A. Alta Resources Agreement No. C-3-1895 Fact Sheet

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