



April 18, 2024

To: Legislative and Communications Committee

From: Darrell E. Johnson, Chief Executive Officer

Subject: Amendment to Agreement for Customer Information Center

Overview

On April 26, 2021, 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. Board of Directors' approval is requested to exercise the first option term effective July 1, 2024 through June 30, 2026.

Recommendation

Authorize the Chief Executive Officer to negotiate and execute Amendment No. 2 to Agreement No. C-0-2698 between the Orange County Transportation Authority and Alta Resources to exercise the first option term, in the amount of \$2,049,987, to continue providing customer information center call services, effective July 1, 2024 through June 30, 2026. This will increase the maximum obligation of the agreement to a total contract value of \$5,030,427.

Discussion

The Orange County Transportation Authority (OCTA) provides transit information to the public and receives feedback through the Customer Information Center (CIC).

OCTA has been outsourcing the services provided by the CIC since 1995. The CIC provides services including assisting customers with trip itineraries and other transit information, processing pass sales orders, answering questions regarding the OCTA Reduced Fare Identification program, and receiving and recording customer comments and complaints. The CIC also answers calls to the OCTA administrative offices and call routing, along with taking lost and found inquiries. The CIC currently handles more than 250,000 calls annually. Call volumes are dynamic and spike in conjunction with events such as service changes and fare adjustments.

Customers can reach the CIC through an automated telephone information system technology which allows customers to select options for recorded information or speak with a representative in English or Spanish. The CIC also utilizes a language translation service with more than 100 languages available to communicate information between a customer and the representative and is also able to respond to customers who are hearing impaired. Currently, the CIC operates seven days a week, 365 days per year.

The CIC hours of service are as referenced below:

	Weekdays	Weekends	Holidays
Bus Information	7 a.m. – 7 p.m.	8 a.m. – 6 p.m.	8 a.m. – 5 p.m.
Administrative Office	7 a.m. – 5 p.m.	Closed	Closed
Lost & Found	7 a.m. – 7 p.m.	8 a.m. – 6 p.m.	8 a.m. – 5 p.m.
Customer Relations	8 a.m. – 5 p.m.	Closed	Closed
Pass Sales / Reduced Fare Identification	8 a.m. – 2 p.m.	Closed	Closed

OCTA has established performance goals for call center operations to ensure customers receive high-quality service. The performance goals include answering at least 80 percent of all calls in less than two minutes and receiving no more than one valid CIC related complaint per 15,000 calls answered. The CIC continues to meet and exceed these performance goals. Additionally, CIC staff members are required to ride the fixed-route bus system to maintain familiarity with the service.

Procurement Approach

The original procurement was handled in accordance with OCTA's Board of Directors (Board)-approved policies and procedures for professional services that conform to both federal and state laws. On April 26, 2021, the Board approved the award of the agreement with Alta Resources (Alta) to provide CIC call services. The original agreement was awarded on a competitive basis and includes a three-year initial term in the amount of \$2,980,440 and two, two-year option terms. This agreement has been previously amended as shown in Attachment A.

The proposed Amendment No. 2 is to exercise the first option term through June 30, 2026, which will allow Alta to continue providing call center services. The budget for the amendment is \$2,049,987, which is based on current and anticipated usage for call center services. A per month cost escalation was negotiated in the original contract.

Fiscal Impact

Funds are included in OCTA's Proposed Fiscal Year 2024-25 Budget, pending Board approval, Marketing and Customer Engagement, Account No. 1837-7519-D4601-1E4, and is funded through the Orange County Transit District Fund.

Summary

Staff is recommending the Board of Directors authorize the Chief Executive Officer to negotiate and execute Amendment No. 2 to Agreement No. C-0-2698 between the Orange County Transportation Authority and Alta Resources, to exercise the first option term, in the amount of \$2,049,987 effective July 1, 2024, through June 30, 2026, to continue providing customer information center call services. This amendment will increase the maximum obligation to a total contract value of \$5,030,427.

Attachment

- A. Alta Resources, Agreement No. C-0-2698 Fact Sheet

Prepared by:



Ryan Maloney
Section Manager, Customer
Engagement & Data Analytics
714-560-5451

Approved by:



Maggie McJilton
Executive Director
People and Community Engagement
714-560-5824



Pia Veasapen
Director, Contracts Administration and
Materials Management
714-560-5619