

SUMMARY OF RESOLUTION

Authorization to Enter into an Agreement with LogicTree Corporation for Hosted Interactive Voice Response Service

Description

Port Authority of Allegheny County (Authority) requires a contractor to provide a hosted interactive voice response service. The work under the proposed agreement consists of a fully-managed and hosted multi-channel Interactive Voice Response (IVR) service to augment its existing customer service call center. The required services include, but are not limited to, design, integration, testing and implementation required for a turn-key IVR service (Services). In addition to the configuration service, the following core services are included as part of Services: Scheduled Arrival Time; Smart Card Balance Automation; Caller ID Recognition; and Intelligent Caller ID Utilization. In addition, the following optional services were included in the Scope of Services as additional services that might be utilized by the Authority: Automated Trip Planner; Real-Time Arrival Times; Additional Languages; Web; Short Message Service; Mobile Web; and Mobile Applications; and Surveys. The agreement would be for a three-year period with the option of extending the term of the agreement up to an additional two years at the sole discretion of the Authority.

Evaluation Committee

Consistent with the Authority's Board-adopted Procurement Policy and Procedures for Competitive Negotiations for Professional and Technical Services, an Evaluation Committee (Committee) was convened to evaluate proposals and recommend the top-rated proposer to perform Services. Committee was comprised of six members and represented the Planning and Service Development, Finance and Human Resources Divisions.

Schedule

Request for Proposal No. 11-09 for Services was publicly advertised. Also, 470 firms that were registered under the appropriate categories in the Authority's "ebusiness" received electronic notification of the RFP. Five proposals were received on April 29, 2011 and were distributed to Committee.

Evaluation Process

Committee met to discuss and evaluate the proposals and subsequently conducted interviews with the two proposers with the highest rated proposals: LogicTree Corporation and Unified Dispatch LLC.

As a result of the review of the proposals and the interviews, Committee identified LogicTree Corporation (LogicTree) as the proposer with the highest rated proposal to perform Services.

Summations of the Evaluation Committee for each of the top-rated proposers follows.

LogicTree possesses excellent public transit experience with transit agencies of similar size or larger than the Authority, providing both IVR core services and optional services, as requested by the RFP. LogicTree presented a very good, comprehensive work plan, which includes the utilization of a DBE firm, Clear View Strategies (Clear View), as its locally-based subcontractor to meet the 15 percent DBE goal. Clear View's transit experience is also excellent. Clear View staff would be integrated into the work, assisting LogicTree staff in customizing system documentation materials and training materials, and conducting training for employees. LogicTree included optional services in its proposal, which are currently being used by other transit systems. The quality of both LogicTree and Clear View staff and relevant work experience was excellent. LogicTree also has demonstrated experience working with the HASTUS scheduling system used by the Authority. LogicTree presented standard pricing for both core and optional services, and also provided alternative pricing for "software-as-a-service," which operates as a subscription service with an infrastructure shared by all subscribers. Core services are reasonably priced compared to prices of other firms. Optional services pricing was high compared to Unified Dispatch's (UDI) pricing, but the modules are existing modules and are deployed in other transit agencies.

UDI demonstrated experience in providing IVR services to the paratransit and taxi industries as door-to-door service, but not with a fixed route transit service. UDI is currently working on a public transit agency project in another state, but that project has not been completed. UDI presented a good work plan, but not as detailed as LogicTree's work plan. UDI staff has experience in transportation and IT systems, but not in a public transit environment such as the Authority's. UDI indicated that they could integrate with almost any other data/system, but they have not yet integrated with software systems that the Authority currently has installed. UDI had implemented some of the optional services, but not with a fixed route system. UDI's pricing for core services was lower than LogicTree's pricing, and the cost for optional services was considerably less. Committee was concerned that UDI's costs were lower because the optional services had not been developed by UDI for a fixed route transit system, and the development could delay implementation of these services into the Authority's IVR project. Although UDI stated that they would use a DBE subcontractor, and had begun to do some research, UDI did not select a DBE subcontractor by the time of the interview.

Negotiations

The total not-to-exceed amount recommended for approval for Services is \$805,200. The agreement will be for a three-year period with the option to extend the term of the agreement up to an additional two years at the sole discretion of the Authority.

RESOLUTION

WHEREAS, Port Authority of Allegheny County (Authority) requires the services of a contractor to provide a hosted interactive voice response (IVR) service. The work under the proposed agreement consists of a fully-managed and hosted multi-channel IVR service to augment the Authority's existing Customer Service Call Center. The required services include, but are not limited to, design, integration, testing and implementation required for a turn-key IVR service (Services); and

WHEREAS, in order to obtain a qualified firm to perform Services, a Request for Proposal detailing the required scope of services was prepared and publicly advertised; and

WHEREAS, five proposals were received on May 27, 2011 and were reviewed by the Authority's Evaluation Committee; and

WHEREAS, the proposal submitted by LogicTree Corporation (LogicTree) has been determined to be the highest rated proposal for the performance of Services; and

WHEREAS, a total not-to-exceed amount of up to \$805,200 is recommended for approval for the agreement for Services.

NOW, THEREFORE, BE IT RESOLVED that the chief executive officer and/or assistant general manager Planning and Development be, and they hereby are, authorized to enter into an agreement with LogicTree, in a form approved by counsel, to provide Services up to a total not-to-exceed amount of \$805,200 for an initial three-year period with the option to extend the term of the agreement up to an additional two years at the sole discretion of the Authority, and also to take all such other actions necessary and proper to carry out the purpose and intent of this resolution.