



Dated: July 13, 2011

**ADDENDUM NO. 3**

**REQUEST FOR PROPOSALS (RFP) NO. 2012-D-1**  
**CUSTOMER COMMUNICATION SERVICES PLATFORM**  
**UTILIZING INTERACTIVE VOICE TECHNOLOGY**

To All Prospective Proposers:

The Golden Gate Bridge, Highway and Transportation District (District) herewith issues Addendum No. 3 to the above-referenced Request for Proposals (RFP). Addendum No. 3 is hereby incorporated and made part of the RFP Documents. Except as specifically modified by this document, all other terms and conditions remain in full force and effect.

**PART ONE**  
**MODIFICATION TO LANGUAGE CONTAINED IN RFP DOCUMENTS**

The following changes have been made to RFP No. 2012-D-1, *Customer Communication Services Platform Utilizing Interactive Voice Technology*, as described below and shown in ***bold face and italic type*** on the pages included with this Addendum:

1. **RFP, PAGE RFP 13, SUBSECTION 5.G(2)f,**

Revised as set forth on attached page RFP 13.

2. **RFP, PAGE RFP 15, SUBSECTION 6.B, SCOPE OF SERVICES**


Added as set forth on attached page RFP 15.

**PART TWO**  
**RESPONSES TO QUESTIONS FROM POTENTIAL PROPOSERS**

The attached document entitled, "**QUESTIONS AND ANSWERS,**" is in response to written inquiries submitted by potential Proposers to the District for RFP No. 2012-D-1, *Customer Communication Services Platform Utilizing Interactive Voice Technology*.

Should you have any questions regarding the above clarifications, please contact Janet S. Tarantino, Secretary of the District, by telephone at (415) 923-2223.

**Proposers shall acknowledge the inclusion of Addendum No. 3 by inserting the Addendum number in the space provided on the Acknowledgment of Addenda of the RFP Documents. Failure to do so may cause the District to deem the proposal as being unresponsive.**

  
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Janet S. Tarantino  
Secretary of the District

Attachments: RFP, pages RFP 13 (Revised) and RFP 15 (Revised)  
Questions and Answers

- c. Reports must consolidate information from all aspects of the Service.
- d. Contractor must include the following reports:
  - Standard reports provided by Contractor
  - Daily call count (total calls/day by quarter hour, 1 hour, daily and monthly intervals)
  - Trunk utilization (number of trunks busy by quarter hour, 1 hour, daily and monthly intervals)
- e. Contractor shall provide at a minimum the following pre-developed range reports:
  - Quarter hour
  - Hourly
  - Daily
  - Monthly
  - Range of Days
  - Annual
- f. Contractor shall provide at a minimum the following usage reports:
  - Number of incoming calls
  - Number of calls that transfer to a live agent
  - Number of requests by each individual route
  - ~~Number of requests for smart cards~~
  - Call volume by time of day in quarter hour, 1 hour, daily and monthly intervals
  - Average call duration
  - Abandoned Call Rate
  - Agent Performance
  - Average Call Length
  - Application delay before answer
  - Application performance
- g. Service shall be capable of custom reports through District's existing Crystal Reports. Training shall be provided for accessing reports.
- h. All Service Data shall be capable of export for use in third-party systems such as Excel, or the District's Data Warehouse via Industry Standard protocols such as ODBC, XML, etc.

of the Proposer. *Additionally, different departments at the District are interested in the Contractor's ability to expand its services to include additional call response and routing trees. One example proposed would handle incoming calls to District Administration and control their routing. Describe in some detail the implications of these possible needs when describing the firm's capabilities to flexibly size or resize its service and guidelines as to its pricing models that might pertain.*

- C. **Life Cycle of the System** - Explain the life cycle of the system and disclose any foreseen upgrades of the system.
- D. **Proposer's Qualifications and Experience** - The following information should be included in the Proposal:
- (1) A brief description of the Proposer's qualifications for this Scope of Services and previous experience on similar or related work performed for local governmental agencies, including transportation agencies, if any. This description must include a summary of work performed, the period over which the work was completed, for whom it was performed, the location where it was performed, and the size of the Proposer's effort (i.e., cost and period of time).
  - (2) The names of the lead individual and all key personnel who would be directly engaged in the performance of the Scope of Services. For each of these individuals, please submit:
    - a. A description of their qualifications and background, and number of years of experience in providing customer communication services platform;
    - b. A list of references, including a brief description of the nature of the work performed by the individual for each reference; and
    - c. A description of their experience with public agency clients and transportation agencies, if any.
  - (3) Provide contact information for three references for which the Proposer has provided similar services within the past three years. For each client submitted as a reference, Proposer shall supply a brief description of the work performed if not already detailed under **6.D(1)** above.
- E. **State the Size, Structure, and Location(s) of Firm** - Provide an organization chart that identifies the proposed client management team. Identify the primary staff person who will oversee the District's account and a listing of the names and titles of the staff who will support the District's account and the manner in which direction and supervision shall be exercised over the team by the firm's management and primary staff person.
- F. **DBE Participation** - Proposers are strongly encouraged to obtain Disadvantaged Business Enterprise (DBE) participation on this project, although there is no contract-specific DBE goal. Please indicate whether firm is a certified DBE and include a copy of the firm's DBE certification with the proposal, if applicable. If any subcontractors/sub-consultants/suppliers will be used, please identify which of the subcontractors/sub-consultants/suppliers are DBEs and provide copies of their DBE certifications. For DBE questions or assistance, contact Gail Jackson, DBE Program Administrator, at (415) 257-4581.

**REQUEST FOR PROPOSALS (RFP) NO. 2012-D-1**  
**CUSTOMER COMMUNICATION SERVICES PLATFORM**  
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**QUESTIONS AND ANSWERS**

Q1	Can the District provide the successful proposer with GIS Data for Golden Gate Transit's service area? Data would include street network data for intersections, and desired landmark information.
A1	Yes. However, proposers should include their requirements for such a GIS interface and its maintenance in as much detail as possible so that the impacts on District resources can be assessed.
Q2	Within the SaaS model that the District desires, is it expected that the successful proposer be responsible for testing the accuracy of the GTFS feed or does the feed already go through a Quality Assurance process when being prepared for Google Transit?
A2	It is our intention to supply a Transit Feed which has been tested to Google Transit specifications with as much accuracy as possible. Accurate stop points, route shapes, stop times, etc. will be optimized for use in Google Transit. Any specific requirements of proposer should be included in their proposals.
Q3	How often does the District do major service changes per year, thus republish the GTFS feed?
A3	Although major schedule changes (signups) are made quarterly (March, June, September, December), interim changes to a signup are produced on the average about every week and a half. Not all interim changes would require the dissemination of a new GTFS feed. However, it is our current intention to provide schedule updates in a GTFS feed whenever a signup change or interim change occurs, depending on the resources at our disposal.
Q4	Can the District confirm that all bus stops are uniquely identified and that the unique identifier, or stop ID, is consistent between published (or to be published) information at the stop, in HASTUS, and in the GTFS feed?
A4	Yes, all stops have been numbered and are maintained by (regionally) unique stop numbers, which are and will be used in all customer-facing information.
Q5	Can the District confirm that all stops are geocoded?
A5	Yes, lat long values are published in the GTFS feed for each stop point.
Q6	Does the District have any indication of the number of SMS messages that are expected per month for this new service?
A6	No.

Q7	Section 5.A(4) - What level of redundancy and failover capabilities is the District looking for? This can range from a single server level machine with built-in redundancy to multiple machines with automated failover. This choice can have a large impact on monthly costs.
A7	The District expects that proposed systems will offer a specific Service Level Agreement (SLA) guaranteeing uptime and system performance. That SLA and the methods by which it is obtained should be thoroughly outlined in the proposal.
Q8	Section 5.A(5) - "Provide a directed re-routing of calls from the CCSP back to the MTC's 511 system," can you provide some sample scenarios as to when a call would be rerouted back to the 511 system?
A8	This requirement was envisioned to provide maximum flexibility for Customer navigation of the system. This capability could be provided for instance, as a background shortcut by which the customer, having received the next three departures from their chosen stop, could seamlessly route back to 511 to inquire as to the driving conditions from the park-and-ride to their home at the other end of that trip.
Q9	Section 5.A(7) - Is it possible to provide a recent GTFS feed for review? What are the dynamic web services available?
A9	A sample GTFS feed will be provided to the successful proposer. However, proposers should note that it is the District's desire to receive the proposers' exact data requirements in the proposal in order to determine the scope of effort required. Data requirements pertaining to optional modules should also be defined in the proposal. Additional data can be supplied as circumstances dictate.
Q10	Section 5.A(8)h - "System shall utilize Caller ID to track the individual use of the system and shall provide user the means of recording service requests for recurring usage at users options," can the District confirm that the 511 system passes along the caller ID information (ANI) when forwarding a call?
A10	ANI information is currently forwarded from the 511 system.
Q11	Sections 5.A(8)j - "System should be able to send messages to District personnel regarding customer requests and messages utilizing email notifications" - can you provide some examples of the types of messages that are envisioned for this requirement?
A11	The system should provide a facility for the triggering of email messages to the Customer Service Center or designated District individuals as alerts to definable conditions such as pending messages left in voice mailboxes.
Q12	Section 5.G(2)f - Please confirm that "Number of requests for smart cards" is not required.
A12	Correct, this requirement was inadvertently included and should be disregarded. Please see revised page RFP 13, Section 5G(2)f in Part One of this Addendum No. 3.
Q13	What is the delivery address if using a courier?
A13	Please use the address provided on page RFP 3, under "Hand Deliver To:" in Section 3.C, Proposal Due Date.

Q14	5.A(8)f - Mentions user configurable special messages by date and time. What are these to be used for and any thoughts about where in the script you would like to use them used?
A14	Special messages are required to provide information about any transient events affecting scheduled service. These would include road closures, temporary stop relocations, etc. These messages would be triggered from the appropriate locations in the tree. Effective dates, beginning and end, would be defined for each. "Floodgate" messaging is required to alert all callers about current conditions widely impacting scheduled service such as work stoppages, road closures, climatic conditions (flooding), etc. or any other event that would not have permanent affect. Messages of either type will also be used for Customer Advisory's including; policy/fare changes, or upcoming public hearings.
Q15	5.A(8)g - Linking to voicemail boxes for messages to be left – how many mailboxes will we need to link to and can you explain its use, perhaps with an example?
A15	The District requires the ability to configure voice mailboxes primarily to intercept customer messages during periods when the Customer Service Center is not staffed. These would minimally include four mailboxes for a) General Complaints b) Incident Reporting c) Trip Planning assistance requests, and d) ADA related input.
Q16	5.A(8)j - Email notifications of customer requests – please clarify the functionality desired.
A16	Please see A11 above.
Q17	Reports: e.g. abandons, agent performance – these appear to be ACD type reports. Can you confirm that these reports are not necessary?
A17	<p>The focus of Customer Service Management has traditionally been the ACD reports currently being produced by our system, and the District's request mirrored its current focus. The IVR system requested represents somewhat of paradigm shift for the District in terms of management reporting, and the District request proposers to describe their reporting systems in sufficient detail so that the District can assess their adequacy to its needs.</p> <p>Reporting systems should minimally provide reports similar to a typical ACD system such as call volumes, volumes per incoming number received, volume of calls transferred to the ACD system, etc. The District expects that a complete reporting system will be capable also of reporting call transactions on a granular level, including such information as CallerID, time of call, duration of call, and some record of travel over the tree branches which will allow the District to analyze customer usage of the system and derive statistical reports. The District would appreciate proposers to provide as much detail information about the reporting capabilities of the proposed systems.</p>