



**Los Angeles County Service Authority for Freeway Emergencies**  
**Kenneth Hahn Call Box System**

One Gateway Plaza Los Angeles, California 90012-2952  
TEL (213) 922-5652 FAX (213) 922-2955

**AGENDA**

**LOS ANGELES COUNTY**  
**SERVICE AUTHORITY FOR FREEWAY EMERGENCIES**  
**(SAFE)**

**REGULAR BOARD MEETING**  
**BOARD OF DIRECTORS**

**MTA Headquarters**  
**3rd Floor - Board Room**  
**One Gateway Plaza**  
**Los Angeles**

**Thursday, February 27, 2003 - 9:30 AM**

Call to order:

Directors:

Hal Bernson, Chair  
Zev Yaroslavsky, 1st Vice Chair  
Frank Roberts, 2<sup>nd</sup> Vice Chair  
Michael Antonovich  
Yvonne Brathwaite Burke  
John Fasana  
James Hahn  
Paul Hudson  
Don Knabe  
Gloria Molina  
Pam O'Connor  
Beatrice Proo  
Allison Yoh  
Doug Failing, Ex Officio

Chief Executive Officer - Roger Snoble  
Board Secretary - Michele Jackson  
Ethics Officer - Karen Gorman  
Inspector General - William Waters  
General Counsel - County Counsel

## SERVICE AUTHORITY FOR FREEWAY EMERGENCIES BOARD RULES

### PUBLIC INPUT

The meetings of the Service Authority for Freeway Emergencies Board are open to the public. A member of the public may address the Board on the subject of one or more agenda items and/or other items of interest which are within the subject matter jurisdiction of the Service Authority for Freeway Emergencies. The total presentation for any combination of agenda items and non-agenda items addressed shall not exceed two minutes in length. A request to address the Board must be submitted in person to the Board Secretary prior to the start of the meeting.

All Public Comment will be heard at the end of each meeting. Each individual will have the opportunity to speak only once at the time Public Comment is heard and should include all comments for all items. The Public Comment period will last thirty minutes maximum in length. Speakers will be called according to the order in which the speaker request forms are received until the thirty minute period has expired. The Chair may limit the public input on any item or the total amount of time allocated for public testimony based on the number of people requesting to speak and the business of the Board. If you are a party to a specific item, you will be called upon to speak at the time that issue is being considered.

In accordance with Government Code Section 54954.3(a) the Chair may from time to time dispense with public comment on items previously considered by a committee composed exclusively of Board members.

In accordance with State Law (Brown Act), all matters to be acted on by the SAFE Board must be posted at least 72 hours prior to the Board meeting. In case of emergency, or when a subject matter arises subsequent to the posting of the agenda, upon making certain findings, the Board may act on an item that is not on the posted agenda.

**CONDUCT IN THE BOARD ROOM** The following rule pertains to conduct at Service Authority for Freeway Emergencies Board meetings:

**REMOVAL FROM THE BOARD ROOM** The Chair shall order removed from the Board Room any person who commits the following acts with respect to any meeting of the SAFE Board:

Disorderly behavior toward the Board or any member of the staff thereof, tending to interrupt the due and orderly course of said meeting.

A breach of the peace, boisterous conduct or violent disturbance, tending to interrupt the due and orderly course of said meeting.

Disobedience of any lawful order of the Chair, which shall include an order to be seated or to refrain from addressing the Board; and

Any other unlawful interference with the due and orderly course of said meeting.

### INFORMATION RELATING TO AGENDAS AND ACTIONS OF THE BOARD

Agendas for the Regular SAFE Board meetings are prepared by the Board Secretary and are available prior to the meeting in the MTA Records Management Department and on the Internet.

Every meeting of the SAFE Board of Directors is recorded on cassette tapes, and duplicate tapes are available for a nominal charge. A Spanish language translator is available at all Board Meetings. Translators for other languages must be requested 72 hours in advance.

After each Board meeting, a record is prepared which indicates the actions taken by the Board. This record is available on the second business day following the meeting.

### DISCLOSURE OF CONTRIBUTIONS

The State Political Reform Act (Government Code Section 84308) requires that a party to a proceeding before an agency involving a license, permit, or other entitlement for use, including all contracts (other than competitively bid, labor, or personal employment contracts), shall disclose on the record of the proceeding any contributions in an amount of more than \$250 made within the preceding 12 months by the party, or his or her agent, to any officer of the agency. Persons required to make this disclosure shall do so by filling out a "Disclosure of Contribution" form which is available at the SAFE Board Meetings. Failure to comply with this requirement may result in the assessment of civil or criminal penalties.

### ADA REQUIREMENTS

A cordless microphone is available for those persons with mobility impairments who cannot access the public speaking area. Sign language interpreter services are available by giving notice at least three business days in advance of the meeting. Please telephone (213) 922-4600 between 8 a.m. and 5 p.m., Monday through Friday. Our TDD line is (800)252-9040.

### HELPFUL PHONE NUMBERS

Copies of Agendas/Record of Board Action/Cassette Tapes of Meetings - (213) 922-2335 (Records Management Department)

General Information/Rules of the Board - (213) 922-4600

Internet Access to Agendas - [www.mta.net](http://www.mta.net)

TDD line (800) 252-9040

**NOTE: ACTION MAY BE TAKEN ON ANY ITEM IDENTIFIED ON THE AGENDA.**

1. APPROVE **minutes** of Regular Board Meeting held May 23, 2002.
  
2. AWARD a five-year, firm fixed-price contract No. 03-SAFE-040, to AAMCOM **for call box call answering services** for an amount not to exceed \$2,233,440 inclusive of two (2) one-year options, effective April 1, 2003.
  
3. Public Comment.

Consideration of items not on the posted agenda, including: items to be presented and (if requested) referred to staff; items to be placed on the agenda for action at a future meeting of the Board; and/or items requiring immediate action because of an emergency situation or where the need to take immediate action came to the attention of the Board subsequent to the posting of the agenda.

COMMENTS FROM THE PUBLIC ON ITEMS OF PUBLIC INTEREST  
WITHIN BOARD'S SUBJECT MATTER JURISDICTION

ADJOURNMENT



**Los Angeles County Service Authority for Freeway Emergencies  
Kenneth Hahn Call Box System**

---

One Gateway Plaza Los Angeles, California 90012-2952  
TEL (213) 922-5652 FAX (213) 922-2955

**MINUTES/PROCEEDINGS**

**LOS ANGELES COUNTY  
SERVICE AUTHORITY FOR FREEWAY EMERGENCIES  
(SAFE)**

**REGULAR BOARD MEETING  
BOARD OF DIRECTORS  
MTA Headquarters  
3rd Floor - Board Room  
One Gateway Plaza  
Los Angeles**

**Thursday, May 23, 2002**

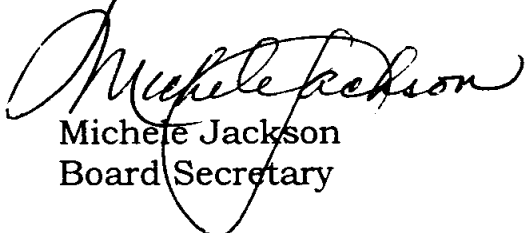
Call to order at 9:50 A.M.

Directors present:

John Fasana, Chair  
Michael Antonovich  
Hal Bernson  
Yvonne Brathwaite Burke  
Paul Hudson  
Don Knabe  
Gloria Molina  
Pam O'Connor  
Beatrice Proo  
Allison Yoh  
Robert Sassaman, Ex Officio

1. APPROVED **minutes** of Regular Board meeting held January 24, 2002.
  
2. ADOPTED 16% as the **Disadvantaged Business Enterprise (DBE) Annual Goal for Federal Fiscal Year 2003 (FFY03)**.
  
3. ADOPTED the Fiscal Year 2002 – 2003 (FY03) budget in the amount of \$13.4 million for the **operation, maintenance, administration and improvement of the Los Angeles County Service Authority for the Freeway Emergencies (SAFE)**; and authorized the execution of the annual funding amendment to the Memorandum of Understanding (MOU) with the Public Transportation Services Corporation (PTSC) for administrative support services in the amount of \$0.7 million as proposed in the FY03 budget.
  
4. Public Comment – NONE.

Prepared by: Christina Lumba-Gamboa  
Recording Secretary

  
Michele Jackson  
Board Secretary



**RECAP OF PROCEEDINGS**  
**LOS ANGELES COUNTY SERVICE AUTHORITY FOR**  
**FREWAY EMERGENCIES (SAFE)**  
**REGULAR BOARD MEETING**  
**THURSDAY, MAY 23, 2002**

**DIRECTORS VOTING**

| ATTENDANCE |  |              | P      | P    | P        | P      | P          | P     | P      | A    | A           | P       | P     | P   | A       | P        |
|------------|--|--------------|--------|------|----------|--------|------------|-------|--------|------|-------------|---------|-------|-----|---------|----------|
| ITEM NO.   | SUBJECT ITEM   | ACTION TAKEN | HUDSON | PROO | O'CONNOR | MOLINA | ANTONOVICH | KNABE | FASANA | HAHN | YAROSLAVSKY | BERNSON | BURKE | YOH | ROBERTS | SASSAMAN |
| 1          | APPROVE MINUTES OF REGULAR BOARD MEETING HELD JANUARY 24, 2002.  | APPROVED     | Y      | Y    | Y        | Y      | A          | A     | Y      | A    | A           | Y       | Y     | Y   | A       |          |
| 2          | ADOPT 16% AS THE DISADVANTAGED BUSINESS ENTERPRISE (DBE) ANNUAL GOAL FOR FEDERAL FISCAL YEAR 2003 (FFY03). | APPROVED     | Y      | Y    | Y        | Y      | Y          | Y     | Y      | A    | A           | Y       | Y     | Y   | A       |          |

**LEGEND: Y-YES, N-NO, C-CONFLICT, AB-ABSTAIN, A-ABSENT, P-PRESENT**



# RECAP OF PROCEEDINGS

## LOS ANGELES COUNTY SERVICE AUTHORITY FOR FREEWAY EMERGENCIES (SAFE) REGULAR BOARD MEETING THURSDAY, MAY 23, 2002

### DIRECTORS VOTING

| ATTENDANCE |   |              | P      | P    | P        | P      | P          | P     | P      | A    | A           | P       | P     | P   | A       | P        |
|------------|---|--------------|--------|------|----------|--------|------------|-------|--------|------|-------------|---------|-------|-----|---------|----------|
| ITEM NO.   | SUBJECT ITEM  | ACTION TAKEN | HUDSON | PROO | O'CONNOR | MOLINA | ANTONOVICH | KNABE | FASANA | HAHN | YAROSLAVSKY | BERNSON | BURKE | YOH | ROBERTS | SASSAMAN |
| 3          | ADOPT THE FISCAL YEAR 2002 - 2003 (FY03) BUDGET IN THE AMOUNT OF \$13.4 MILLION FOR THE OPERATION, MAINTENANCE, ADMINISTRATION AND IMPROVEMENT OF THE LOS ANGELES COUNTY SERVICE AUTHORITY FOR THE FREEWAY EMERGENCIES (SAFE); AND AUTHORIZE THE EXECUTION OF THE ANNUAL FUNDING AMENDMENT TO THE MEMORANDUM OF UNDERSTANDING (MOU) WITH THE PUBLIC TRANSPORTATION SERVICES CORPORATION (PTSC) FOR ADMINISTRATIVE SUPPORT SERVICES IN THE AMOUNT OF \$0.7 MILLION AS PROPOSED IN THE FY03 BUDGET. | APPROVED     | A      | Y    | Y        | A      | Y          | A     | Y      | A    | A           | Y       | Y     | Y   | A       | P        |
| 4          | PUBLIC COMMENT  | NONE         |        |      |          |        |            |       |        |      |             |         |       |     |         |          |

LEGEND: Y-YES, N-NO, C-CONFLICT, AB-ABSTAIN, A-ABSENT, P-PRESENT



**Los Angeles County Service Authority for Freeway Emergencies  
Kenneth Hahn Call Box System**

One Gateway Plaza Los Angeles, California 90012-2952  
TEL (213) 922-5652 FAX (213) 922-2955

**SAFE BOARD  
FEBRUARY 27, 2003**

**SUBJECT: CONTRACT NO. 03-SAFE-040 KENNETH HAHN CALL BOX SYSTEM  
CALL ANSWERING CENTER SERVICES**

**ACTION: AWARD OF A CONTRACT FOR CALL BOX CALL ANSWERING  
SERVICES**

**RECOMMENDATION**

Authorize the Executive Officer to award a five-year firm fixed price contract, Contract No. 03-SAFE-040, to AAMCOM for call box call answering services in an amount not to exceed \$2,233,440 inclusive of two (2) one-year options, effective April 1, 2003.

**RATIONALE**

SAFE was created in 1988 as a motorist aid agency. SAFE's primary responsibility is to oversee the operation and maintenance of the Los Angeles County Kenneth Hahn Call Box System, comprised of approximately 4,500 call boxes installed throughout the county. As part of the management of the call box system, SAFE is responsible for ensuring that all calls generated by the call box system are handled in an efficient and reliable manner.

The award of this contract will enable SAFE to continue to fulfill this obligation. The recommended award of \$2,233,440, which is inclusive of software development, is projected to save SAFE at least \$6.5 million over the five-year span of the contract compared to current actual costs for call answering services being paid, via an Agreement, to the California Highway Patrol (CHP). The contract provides SAFE with a higher level of oversight and visibility by providing easily obtainable reports and data, which shall be used to actively monitor service levels and performance requirements. The contract further requires that all calls be answered at a level of service equivalent to or greater than the service level agreed upon by CHP. These include the percentage of calls that must be answered within a specific time frame, limits regarding the amount of call answering delay (queuing) allowed, and limits to the level of lost/abandoned calls.

CHP is fully supportive of the outsourcing and has been actively involved in the entire process, including review of the scope of work and active participation in proposal evaluation. CHP will continue to answer SAFE calls during the transition period leading to the cutover of all calls to



the contractor, thus assuring no disruption in call answering, and will continue to be involved through the life of the contract.

As a potential emergency service provider, the call box system must interface with CHP and must be able to effectively provide services to motorists stranded in a dangerous environment. Due to the nature of this service, the evaluation of the proposals and the recommendation to award this contract to AAMCOM is not primarily based on cost. Technical competence and the proposed approaches were heavily weighed in the evaluation of the proposals.

## **Background**

Currently SAFE has an Agreement with the CHP to answer all the call box calls in Los Angeles County. Prior to 1998, the CHP was required by statute to answer and handle all call box calls throughout the state. However, revision of California Vehicle Code Section 2421.5 in 1998 enabled a SAFE to contract with either the CHP or a private entity to answer and handle call box calls. The Los Angeles SAFE, with CHP's support and involvement, conducted an evaluation to determine the feasibility of outsourcing call box call answering operations. The evaluation concluded that outsourcing the call answering operations was feasible and would enable SAFE to provide at least the same, if not higher, level of service to the motorists at a substantial cost savings. In addition, the outsourcing would allow CHP to reallocate their limited resources to more effectively handle other calls and service requests, such as cellular 9-1-1. Based upon the results of the evaluation, SAFE developed a Statement of Work (SOW) with the assistance of the consultant who provided advice and technical support for the outsourcing activities for the San Diego, Riverside, San Bernardino and MTC (Bay Area) SAFEs. Upon concurrence of the SOW by CHP, SAFE proceeded with the required procurement action.

The outsourcing will occur in three distinct phases. The initial phase consists of the start-up activities, which include establishing operational policies and procedures, developing training procedures and materials, procuring and installing required equipment, developing customized call answering scripts and monitoring systems, and other activities required prior to the actual handling of call box calls. During this phase CHP will continue to answer all calls. The second phase consists of acceptance testing of the set-up and the gradual transition of call box calls from CHP to the contractor, with the CHP continuing to handle the remainder. The final phase occurs when the call center handles 100% of the calls. It is projected that the transition from phase 1 to the final phase may take 6 to 8 months from contract execution to complete. During this time SAFE, CHP and the contractor will be working closely to both ramp-up the contractor's call center activities and decrease CHP's call answering responsibility. CHP will be intimately involved throughout the entire transition and the contractor will not answer call box calls until approval has been granted by SAFE, with the concurrence of CHP.

## **FINANCIAL IMPACT**

Funding of \$2.4 million for continued CHP call answering service and \$500,000 for this outsourcing is included in SAFE's approved FY03 budget under cost center 3351, project 300209. Since this is a multi-year contract, the Cost Center Manager and the Executive Officer

will be accountable for budgeting the cost in future years, including any option(s) exercised. In FY02, SAFE expended \$1.8 million to CHP for call answering operations.

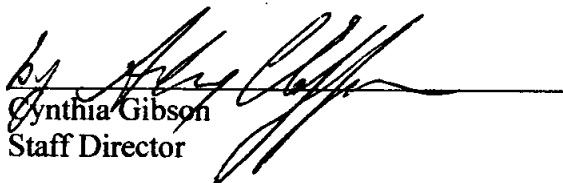
**ALTERNATIVES CONSIDERED**

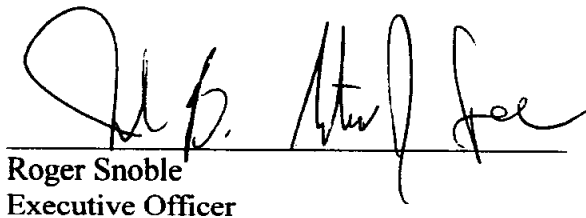
The Board may not authorize the execution of this contract. This alternative is not recommended as SAFE will be required to continue using CHP for call answering services, which will result in higher costs and the continued allocation of CHP's limited resources to handle the call box calls.

**ATTACHMENTS**

- A. Procurement Summary
- A-1. Procurement History
- A-2. List of Subcontractors

Prepared by: Cathy Thunstrom, Project Planner  
CJ Lewis, Contract Manager

  
Cynthia Gibson  
Staff Director

  
Roger Snoble  
Executive Officer

**ATTACHMENT A  
PROCUREMENT SUMMARY**

**CONTRACT NO. 03-SAFE-040 KENNETH HAHN CALL BOX SYSTEM CALL  
ANSWERING CENTER SERVICES**

|     |   |   |   |
|-----|---|---|---|
| 1.  | Contract Number: <b>03-SAFE-040</b>   |   |   |
| 2.  | Recommended Vendor: <b>AAMCOM</b>   |   |   |
| 3.  | Cost/Price Analysis Information:  |   |   |
|     | A. Bid/Proposed Price:<br><b>\$2,665,845.59</b>   | Recommended Price:<br><b>\$2,233,440.00</b>   |   |
|     | B. Details of Significant Variances are in Attachment A-1.D   |   |   |
| 4.  | Contract Type: <b>Fixed Price (Milestones); Unit Price (Services)</b>   |   |   |
| 5.  | Procurement Dates:  |   |   |
|     | A. Issued: <b>October 2, 2002</b>   |   |   |
|     | B. Advertised: <b>September 1, 2002 through October 30, 2002</b>  |   |   |
|     | C. Pre-proposal Conference: <b>October 14, 2002</b>   |   |   |
|     | D. Proposals Due: <b>October 24, 2002</b>   |   |   |
|     | E. Pre-Qualification Completed: <b>N/A</b>  |   |   |
|     | F. Conflict of Interest Form Submitted to Ethics: <b>November 8, 2002</b>   |   |   |
| 6.  | Small Business Participation:   |   |   |
|     | A. Bid/Proposal Goal: <b>10% SBE for base period + 10% of each option.</b>  | Date Small Business Evaluation Completed:<br><b>November 26, 2002</b>                           |   |
|     | B. Small Business Commitment: <b>84.91% for Base Period, and 93.5% for each option year.</b> Details in Attachment A-2. <b>AAMCOM is an MTA-certified Small Business Enterprise</b> |   |   |
| 7.  | Invitation for Bid/Request for Proposal Data:   |   |   |
|     | Notifications Sent: <b>96</b>   | Bids/Proposals Picked up: <b>0</b>  | Bids/Proposals Received: <b>3</b>   |
| 8.  | Evaluation Information:   |   |   |
|     | A. Bidders/Proposers Names:<br><b>AAMCOM, Redondo Beach, CA</b><br><b>CDSNet, Los Angeles, CA</b><br><b>PCN, Riverside, CA</b>  | Bid/Proposal Amount:<br><b>\$2,665,845.59</b><br><b>\$2,231,740.00</b><br><b>\$2,958,203.00</b> | Best and Final Offer Amt:<br><b>\$2,233,440.00</b><br><b>\$1,793,415.15</b><br>None |
|     | B. Evaluation Methodology: Details are in Attachment A-1.C  |   |   |
| 9.  | Protest Information:  |   |   |
|     | A. Protest Period End Date: <b>March 10, 2003</b>   |   |   |
|     | B. Protest Receipt Date: <b>TBD</b>   |   |   |
|     | C. Disposition of Protest Date: <b>TBD</b>  |   |   |
| 10. | Contract Administrator:<br><b>C.J. Lewis</b>  | Telephone Number:<br><b>213/922-6966</b>  |   |
| 11. | Project Manager:<br><b>Cathy Thunstrom</b>  | Telephone Number:<br><b>213/922-2875</b>  |   |

**ATTACHMENT A-1  
PROCUREMENT HISTORY**

**CONTRACT NO. 03-SAFE-040 KENNETH HAHN CALL BOX SYSTEM CALL  
ANSWERING CENTER SERVICES**

**A. Background on Contractor**

AAMCOM, located in Redondo Beach, California is an established provider of telephone answering services. The business was established in 1950 and has been under the current management since 1981. Their core competency is providing professional operator service 24/7. Dunn and Bradstreet reports a composite credit appraisal rating of "2" (Good). AAMCOM has received many performance awards and is a high achiever in the industry.

If awarded, this contract will be the first AAMCOM has had with any SAFE or MTA. AAMCOM currently has two small public contracts: one with the city of El Segundo and another with the city of Long Beach.

**B. Procurement Background**

There were two solicitations associated with this procurement. The first, RFP No. 02-SAFE-011, was issued on June 6, 2002. This procurement was cancelled in August 2002, because all proposals were determined to be nonresponsive. SAFE then made clarifications to the Statement of Work and issued a new solicitation on October 2, 2002 as RFP No. 03-SAFE-040.

RFP No. 03-SAFE-040 was issued as a fixed price for milestones and a unit price for calls contract. The procurement was competitive and negotiated. Fixed prices were established for completion of development milestones, while the call answering portion established a fixed unit price per call, based on an annual volume of 132,000 calls. Three offers were received.

It was determined that SAFE would utilize a best value approach when evaluating the proposals. Technical competence, work plan and other service related issues were deemed to be of more significance than overall price in the evaluation of the proposals. The RFP was developed to provide SAFE with the ability to choose the best overall proposal and contractor based upon their ability to provide the services required. Cost, while an important overall factor, was not by itself the largest evaluation criteria used to evaluate the proposals.

A Small Business Enterprise (SBE) goal of 10% for the three year base period and 10% for each option year was established for this procurement. AAMCOM, an SBE Prime, exceeded the established goals with a SBE commitment of 84.91% for the base period and 93.50% for each option year.

**C. Evaluation of Proposals**

The evaluation followed SAFE policies and procedures. The evaluation was based on a best value approach due to the technical and potential emergency related activities associated with the

service to be provided. A technical evaluation team comprised of staff from SAFE, CHP and MTA Telecommunications evaluated each proposal. A Request for Revised Proposal was issued to obtain additional information required to complete the technical evaluation. One offeror declined to respond to the Request and was deemed non-responsive. The technical evaluation team completed evaluations on the remaining proposals and AAMCOM was determined to have the best solution. Overall, the technical evaluation committee concluded that AAMCOM offered a better software package, one that is currently being used by the SAFE's in the Bay area (MTC), and in the San Bernardino-Riverside area, and was more responsive to the RFP. The technical evaluation committee also concluded that AAMCOM has sufficient capacity and resources available to handle not only 100 percent of the call box calls at the service levels required by the RFP, but also its other ongoing business activities.

**D. Cost/Price Analysis Explanation of Variances**

The recommended price has been determined to be fair and reasonable based on comparisons to current costs, to internal estimates and to the offers themselves. The recommended contract amount is approximately 75% less than current costs and 5% less than the SAFE estimate. Based on the above, the cost is fair and reasonable.

| <b>Bid/Proposal Amount</b> | <b>SAFE Estimate</b>  | <b>Recommended/Negotiated Amount</b> |
|----------------------------|-----------------------|--------------------------------------|
| <b>\$2,665,845.59</b>      | <b>\$2,344,547.00</b> | <b>\$2,233,440</b>                   |

**ATTACHMENT A-2  
LIST OF SUBCONTRACTORS**

**CONTRACT NO. 03-SAFE-040 KENNETH HAHN CALL BOX SYSTEM CALL  
ANSWERING CENTER SERVICES**

**PRIME CONTRACTOR - AAMCOM**

Small Business Commitment

Other Subcontractors

**Base Period:**

AAMCOM – SBE Prime 84.91%  
Total Commitment 84.91%

Amtelco  
Omni Translation Services

**Option One:**

AAMCOM – SBE Prime 93.50%  
Total Commitment 93.50%

Omni Translation Services

**Option Two:**

AAMCOM – SBE Prime 93.50%  
Total Commitment 93.50%

Omni Translation Services