



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

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SAFE BOARD
MAY 26, 2005

SUBJECT: AMENDMENT TO CONTRACT NO. 03-SAFE-040

ACTION: AUTHORIZE THE AMENDMENT OF CONTRACT NO. 03-SAFE-040

RECOMMENDATION

Authorize the Executive Officer to execute Amendment No. 1 to Contract No. 03-SAFE-040 with AAMCOM to provide call answering services in support of the #399 – Motorist Aid (Mobile Call Box) Program in an amount not to exceed \$1,890,000 increasing the Total Contract Value from \$2,233,440 to \$4,123,440, which is inclusive of two (2) one-year options, effective June 1, 2005.

RATIONALE

In recognition of the change in the calling habits of the motorists, SAFE explored the development of a new service that would enable motorists to use their wireless phones to request non-emergency roadside assistance. The implementation of this service, #399 – Motorist Aid, will provide motorists with the ability to use their wireless mobile phone to request assistance rather than using a call box or alternatively dialing 911. The implementation of #399 is projected not only to benefit the motorist in need of assistance but also all Los Angeles County residents and CHP as there will be a reliable and easy alternative for motorists in need of non-emergency roadside assistance to use in lieu of dialing 911.

Due to the potential statewide applicability of this new service and to ensure statewide consistency and availability of #399, SAFE confirmed the availability of this number amongst all wireless providers statewide. In addition, to ensure consistency in the type of service to be provided by #399, SAFE created a working group consisting of representatives from CHP, the Bay Area and the counties of Orange, San Diego, San Bernardino, Riverside and Kern to cooperate in the development of this program. This working group helped to identify and evaluate the potential numbers that could be used in support of the new service. #399 (or #FWY short for “freeway”) was picked after numerous meetings because of its ease of use and the potential marketing tie-in with #FWY or “freeway” representing the primary target audience for the service – freeway motorists. 311 (non-emergency police and other governmental services) and 511 (traveler information) were also evaluated but were not recommended due to the nature of the service being offered and the implications, requirements and ability of being able to fully implement 311 or 511 in Los Angeles County, as well as other counties.

As the lead agency in the development of this service, Los Angeles County will be piloting the implementation of #399 with a scheduled start date of July 1, 2005. Currently, while all members of the working group have expressed interest in the program, only Orange and San Diego county have stated that they will be implementing the program within six months of implementation in Los Angeles County.

The execution of this amendment will enable AAMCOM, the current provider of call answering services for the call box system, to provide call answering services in support of the new #399 – Motorist Aid Program. As the types of calls generated by the #399 program and the handling of these calls is projected to be similar to the calls currently generated by and handled for the call box system, it is recommended that the contract with AAMCOM be amended to handle the new calls. Amending the AAMCOM contract will: 1) enable SAFE to implement the service as scheduled on July 1, 2005; 2) streamline upfront development, training and implementation costs and schedules; 3) streamline the development and implementation of operational policies and procedures; 4) decrease complications associated with call center interaction with CHP for emergency calls for both call box and #399 calls; and 5) enable SAFE to provide consistent and efficient service to the motorist who may call from either a call box or their wireless mobile telephone. The implementation of the #399 program is consistent with SAFE’s responsibility as the local motorist aid authority and is inline with the recommendations of SAFE’s recently completed Strategic Plan.

FINANCIAL IMPACT

Funding of \$420,000 for call center operations in support of #399 is included in SAFE’s proposed FY06 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.

The FY06 funding allocation is based upon an initial projected call volume of 10,000 calls per month. Staff will closely monitor the use of the service and if required return to the Board for authorization of additional funding. In addition, staff will monitor the impact of this new service on call box call volume and, if warranted, develop recommendations to modify and/or reduce the number of call boxes throughout Los Angeles County. Any system-wide recommendation will be forwarded to the Board for approval prior to implementation.

ALTERNATIVES CONSIDERED

The Board may (a) not authorize the execution of this amendment, or (b) direct staff to examine the use of alternate call centers. Neither of these alternatives is recommended.

To ensure the implementation of this new service in a timely basis and to ensure a consistent operational approach, the execution of this amendment with AAMCOM is required. Delaying the execution of this amendment will delay the start of this new service, which will continue to have a potential negative effect on the heavily used 911 system. SAFE has received confirmation from wireless providers supporting the scheduled mobilization of #399 in their system and a delay in the execution of the amendment will impact this established schedule. The

use of an alternate call center is also not recommended as the procurement delays will impact the ability to implement this service and there will be operational issues that will cause increase costs and duplication of effort by the call centers and CHP.

ATTACHMENTS

A. Procurement Summary

Prepared by: Mona Ismail, Contract Manager
Kenneth Coleman, Program Manager



Mark Maloney
Deputy Executive Officer - Operations



Roger Snoble
Executive Officer

**ATTACHMENT A
PROCUREMENT SUMMARY**

**AMENDMENT NO. 1 TO CONTRACT NO. 03-SAFE-040
CALL ANSWERING CENTER SERVICES**

1.	Contract Number: 03-SAFE-040		
2.	Recommended Vendor: AAMCOM		
3.	Cost/Price Analysis Information:		
	A. Bid/Proposed Price: \$1,890,000	Recommended Price: \$1,890,000	
	B. Details of Significant Variances: N/A		
4.	Contract Type: Fixed Price (Milestones); Unit Price (Services)		
5.	Procurement Dates:		
	A. Issued: N/A		
	B. Advertised: N/A		
	C. Pre-proposal Conference: N/A		
	D. Proposals Due: N/A		
	E. Pre-Qualification Completed: N/A		
	F. Conflict of Interest Form Submitted to Ethics: May 6, 2005		
6.	Small Business Participation:		
	A. Bid/Proposal Goal: 10% SBE for base period + 10% of each option.	Date Small Business Evaluation Completed: November 26, 2002	
	Small Business Commitment: 84.91% for Base Period, and 93.5% for each option year (SBE Prime). AAMCOM is an Metro-certified Small Business Enterprise		
7.	Invitation for Bid/Request for Proposal Data:		
	Notifications Sent: N/A		
8.	Evaluation Information:		
	A. Bidders/Proposers Names: AAMCOM, Redondo Beach, CA	Bid/Proposal Amount: \$1,890,000	Best and Final Offer Amt: N/A
	B. Evaluation Methodology: Details are in Attachment A-1.C		
9.	Protest Information:		
	A. Protest Period End Date: N/A		
	B. Protest Receipt Date: N/A		
	C. Disposition of Protest Date: N/A		
10.	Contract Administrator: Mona Ismail	Telephone Number: 213/922-6966	
11.	Project Manager: Kenneth Coleman	Telephone Number: 213/922-2951	

**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.

In February 2003, AAMCOM was awarded Contract No. 03-SAFE-040 to provide call answering services in support of the Los Angeles County Kenneth Hahn Call Box System. AAMCOM has successfully transitioned the answering of all call box calls from CHP to their call center and is performing effectively under this contract.

B. Procurement Background

RFP No. 03-SAFE-040 was issued in October 2002 as a fixed price for milestones and a unit price for calls contract. The procurement was competitive and negotiated and AAMCOM was awarded the contract in February 2003. With the development of #399, AAMCOM's operations were evaluated to determine their ability to handle additional motorist aid calls. The evaluation determined that AAMCOM had sufficient capacity to handle the additional calls projected to be generated by the #399 program and subsequently AAMCOM was requested to provide a proposal in support of call center operations for #399.

AAMCOM is a Metro certified SBE and has exceeded the established SBE goal of 10% with a commitment of 84.91% for the base period and 93.50% for each option year.

C. Evaluation of Proposal

This procurement is based on a request for a non-competitive proposal from AAMCOM to provide additional call answering services in support of #399. The proposal was evaluated by staff and technical consultants to ensure compliance with #399 operational requirements and was found to be reasonable and in compliance with SAFE Procurement Policies and Procedures.

D. Cost/Price Analysis Explanation of Variances

The recommended price has been determined to be fair and reasonable based on comparisons with the current contractual cost per call and a technical evaluation by project management.

**ATTACHMENT A-2
LIST OF SUBCONTRACTORS**

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

SMALL BUSINESS PARTICIPATION

The Contract was awarded to AAMCOM, a SBE Prime Contractor, with a participation goal of 84.91% for the base period and 93.50% for each option. Current SBE attainment¹ based on the current contract amount² for the base period is 33.79%. Current SBE participation³ based on the total actual amount paid-to-date to prime and total actual amount paid-to-date to the SBE firm is 90.35%. The SBE Prime Contractor is performing as listed.

Base Award Amount	\$1,320,000.00
Current Contract Amount for Base Period	\$1,320,000.00
Total Actual Amount Paid-to-Date to Prime	\$ 493,760.90

Subcontractor	Commitment % for Base Period	Current Attainment	Current Participation	Current Status
AAMCOM	84.91%	33.79%	90.35%	Performing
TOTAL	84.91%	33.79%	90.35%	Expected to meet commitment

¹Current Attainment = Total Actual Amount Paid-to-Date to SBEs ÷ Current Contract Amount

²Current Contract Amount = Original Contract Value +/- Contract Cost Modifications

³Current Participation = Total Actual Amount Paid-to-Date to SBEs ÷ Total Actual Amount Paid-to-Date to Prime

