

**THE CITY OF NEW YORK
DEPARTMENT OF HEALTH**

**BUREAU OF BUSINESS AND
TECHNOLOGY STRATEGY**

REQUEST FOR PROPOSALS

**LIVE OPERATOR SERVICES
REQUEST FOR PROPOSALS REQUEST FOR PROPOSALS**

PIN: 01BT465

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AUTHORIZED AGENCY CONTACT PERSON

Proposers are advised that the Authorized Agency Contact Person for all matters concerning this Request for Proposals is:

**Tom Roche
Bureau of Business & Technology Strategy
125 Worth Street – Room 331
New York, N.Y. 10013 Phone: (212)442-8977**

Question

SECTION I - TIME TABLE

A. Release Date of the Request for Proposals: April 5th, 2001.

B. Pre-Proposal Conference:

Time: 10:00 a.m. to 2:00 p. m.

Date: April 19th, 2001

Place: 125 Worth Street, 3rd Floor Boardroom

Proposers are encouraged but not required, to attend this pre-proposal conference.

C. Proposal Due Date and Time and Location:

Date: April 27th, 2001

Time: 5:00 p. m.

Location: Proposals shall be submitted to Office of the ACCO, 125 Worth Street, Room 627.

E-mailed or faxed proposals will not be accepted by the agency.

Proposals received at this Location after the Proposal Due Date and Time are late and shall not be accepted by the agency, except as provided under New York City's Procurement Policy Board Rules.

The agency will consider requests made to the Authorized Agency Contact Person to extend the Proposal Due Date and Time prescribed above. However, unless the agency issues a written addendum to the RFP which extends the Proposal Due Date and Time for all proposers, the Proposal Due Date and Time prescribed above shall remain in effect.

D. Anticipated Contract Start Date: July 1, 2001

SECTION II - SUMMARY OF THE REQUEST FOR PROPOSALS

A. Purpose of RFP

The New York City Department of Health (DOH) seeks a vendor to provide a technologically advanced Call Center service to be used in the event of public health emergencies requiring large volumes of calls from the public. The vendor shall have the technological ability to seamlessly manage large volumes of calls either directly or forwarded from a separate Integrated Voice Response system (managed by a vendor contracted by the Department). The vendor shall also have automation support allowing the capture and reporting of data pertinent to the calls, as described below. The focus of the calls will be related but not limited to public health issues, such as the Department's response to the West Nile virus outbreak.

The vendor shall provide the public with courteous and professional responses to sets of questions regarding public health risks and concerns. The vendor may also receive caller questions about specific actions being taken by the City for which information will be subject to change on a daily, or more frequent basis. In addition, some emergencies may require that the Call Center collect pertinent information from the public. This system must be maintained and serviced by the vendor at a location remote to 125 Worth Street. However, a location that is within 120 miles, or 2 hours, of NYC is preferred. Call Center must be available for operation by ~~July 1, 2001~~.

MAY 10, 2001

B. Anticipated Contract Term

It is anticipated that the term of the contract awarded from this RFP will be two (2) years from July 1, 2001 to June 30, 2003, with a one year renewal option. The agency reserves the right, prior to contract award, to determine the length of the initial contract term and each option to renew, if any.

JUL 31, 2002

C. Anticipated Payment Structure

It is anticipated that the payment structure of the contract awarded from this RFP will be based on a combination of a fee schedule and performance-based outcome measures, related financial incentives and/or disincentives, and liquidated damages for late or poor performance. However, the Agency will consider proposals to structure payments in a different manner and reserves the right to select any payment structure that is in the City's best interest.

SECTION III : SCOPE OF SERVICES

A. AGENCY GOALS AND OBJECTIVES

The Agency's goals and objectives are to maintain live operator services which allow the Department to:

- Maximize its ability to provide accurate, up-to-date information to the public regarding public health issues.

Maintain a cost effective, quality reporting system for acquiring and disseminating information regarding public health issues and/or emergencies.

B. AGENCY ASSUMPTIONS REGARDING CONTRACTOR APPROACH

Agency's assumptions regarding which approach will best achieve the goals and objectives set out above are as follows:

The contractor would have:

- History of at least one implementation of a similar contract providing live operator services in a large urban setting.
- Experience in the maintenance of live operator services.

The contractor would perform the following services:

- 1) Provide live operator assistance to handle up to ⁴⁰⁰ 1,200 calls per hour between the hours of ^{10:00 A.M.} 8:00 A.M. to 9:00 PM, Monday through Friday.
- 2) ^{6:00} Provide live operator assistance outside of the above mentioned hours, possibly twenty-four hours a day, seven days a week if requested, preferably at a discounted rate.
- 3) Ensure no busy signals, and call pick-up within three rings. → ^{automatic}
- 4) Ensure that no caller should wait in a "queue" for more than ⁶⁰ 30 seconds. ✓
- 5) Provide additional operators within 24 hours notice should call volume increase.
- 6) ~~Commence service within 24 to 36 hours notice by DOH of a new script.~~
- 7) Equip operators with specified scripts of information to relay to callers and have the technological ^{cap} ability to easily access the appropriate script.
- 8) Immediately update scripts and alert/train operators of changes in script upon notification by ^{DOH} DOH. Modification of actual scripts would occur within 2 hours of notification by DOH.
- 9) Provide the Department a toll-free or local NYC lead number at no cost to DOH.
- 10) Provide operator service in English and ^{Spanish} Spanish and other languages upon request.
- 11) Provide TTY provisions for the hearing impaired.

- 12) Integrate calls from an existing provider of IVR services under contract to the Department and if requested, provide call forwarding to outbound locations.
- 13) Maintain a database which would record: *tel #*
- a) Date of call
 - b) Start and end time of call
 - c) Phone number of caller
 - RAH* ← d) Zip code of caller
 - e) Nature of call
 - f) Disposition (i.e. calls which were completed, abandoned, forwarded, etc.)
 - g) Operator identification
 - h) Other information, as requested
- EPA will Data base info*
- 14) The Department of Health will provide, via the Internet, online forms to be used by operators during phone calls to submit information to the Department.
- 15) Provide data and statistics regarding call volume and nature of calls, daily and preferably in an electronic format, on the information recorded in the database. Database would be an IBM compatible file with a line listing of data. *(initials)*
- 16) Provide supervisors to manage operators, including the handling of difficult calls from the public, and to act as liaison to DOH staff.
- EPA EPA 5/9/92*
- 17) Allow for DOH staff to visit premises or be stationed at the site to conduct quality assurance, i.e. serve as resource/provide supervisors or operators with training and information updates.
- 18) Provide quality assurance that technology, information dispensed and customer service standards are maintained.
- 19) Provide outgoing call services as needed, i.e. follow-up to questions posed by callers; conducting phone surveys of random households in a given geographic area.
- EPA*
- 20) Distribute by mail or fax DOH written information to callers, as requested. (Materials will be provided by DOH)

C. AGENCY ASSUMPTIONS REGARDING PERFORMANCE OUTCOME MEASURES AND RELATED FINANCIAL INCENTIVES AND/OR DISINCENTIVES

The Agency's assumptions regarding which performance outcome measures and related financial incentives and/or disincentives will best assure that the selected proposer will perform the work under the contract awarded from this RFP in a manner that is cost-effective for the Agency and most likely to achieve the Agency's goals and objectives set forth above are:

Response time in answering calls:

- The Department would deduct 5% of the contractor's earned annual payment when more than 10% of all calls had not been responded to in 5 rings or less.
- Accuracy of information supplied to caller.
- The Department would deduct 10% of the contractor's earned annual payment when incorrect information is provided to callers in more than 2% of all calls.

Reports are

The Department would make random phone calls to the contractor to verify both response time and accuracy of information supplied.

SECTION IV: FORMAT AND CONTENT OF THE PROPOSAL

Instructions: Proposers should respond the information requested in the format below. Pages should be paginated. The proposal will be evaluated on the basis of its content, not length.

A. Proposal Format

1. Proposal Cover Letter

The Proposal Cover Letter form (Appendix A) transmits the proposer's Proposal Package to the Agency. It should be completed, signed and dated by an authorized representative of the proposer.

2. Program Proposal

The Program Proposal is a clear, concise narrative which addresses the following:

a. Experience

Describe the successful relevant experience of the proposer, each proposed sub-contractor, if any, and the proposed key staff in providing the program described in Section III - Scope of Services of the RFP. In addition:

- 1) Attach a listing of at least two (2) relevant references, including the name of the reference entity, a brief statement describing the relationship between the proposer or proposed sub-contractor, as applicable, and the reference entity, and the name, title and telephone number of a contact person at the reference entity, for the proposer and each proposed sub-contractor if any.
- 2) Attach for each key staff position a resume and/or description of the qualifications that will be required.

b. Organizational Capability

- Demonstrate the proposer's organizational (i.e., programmatic, managerial and financial) capability to perform the services described in Section III B Scope of Services of the RFP. In addition, attach a copy of the proposer's latest audit report or certified financial statement, or a statement as to why no report or statement is available.

- Demonstrate your capacity to successfully provide the requisite services within the prescribed turn around time. Include a description of your facility, equipment, staffing and how you will meet delivery deadlines.
- If your facility is not within the five boroughs of NYC, indicate how many miles it is from NYC and demonstrate that you will be able to meet all deadlines prescribed in the RFP.

c. Proposed Approach

Describe in detail how the proposer will provide the services described in Section III B - Scope of Services of the RFP and demonstrate that such an approach will fulfill the Agency's goals and objectives. In addition:

- Include a timetable and schedule for accomplishing each activity and demonstrate that you can complete each task within the proposed time frame.
- For each staff person, clearly identify and/or explain, as applicable, each of the following:
 - * Job Title
 - * Description of the job tasks to be carried out by the staff person.
- Specify the type of database you would use in providing these services, for Item Number 15 in Scope of Services.
- Provide a Quality Assurance/Quality Control Plan to ensure integrity of technology, accuracy of information dispensed and customer service.
- Provide a Disaster Recovery Plan, for unexpected interruptions in service.

The Agency's assumptions regarding approach represent what the Agency believes to be the best approach. However, proposers are encouraged to propose an approach that they believe will best achieve the Agency's goals and objectives. Proposers may also propose more than one approach. However, if an alternative approach affects other areas of the proposal such as experience, organizational capability or price, that alternative approach should be submitted as a complete and separate proposal providing all the information specified in Section IV of the RFP.

3. Price Proposal

If your organization is interested in providing this service, please provide the following information in your proposal:

- a) costs for system activation, i.e. set-up and initial training
- b) cost per minute per INCOMING call, during the hours of:
 - i) 8:00 A.M. to 9:00 P.M., Monday through Friday
 - ii) 9:00 P.M. to 8:00 A.M., Monday through Friday
 - iii) Weekend days and weekend nights
 - iv) 24 X 7

- c) cost per minute per OUTGOING call
- d) cost of providing TTY capability
- e) cost of providing operators in languages other than English and Spanish
- f) cost of information distribution services
- g) cost of maintenance and support, i.e. on-going training and administrative costs

Proposers are encouraged to propose innovative payment structures. The Agency reserves the right to select any payment structure that is in the City's best interest. For the purposes of comparison, however, proposers should submit a price proposal that conforms to the format prescribed in Sections 3(a) and below.

4. Performance Outcome Measures and Financial Incentives and/or Disincentives

List and describe at least three outcome measures of the work to be performed by the proposer under the contract and the related financial incentives and/or disincentives that could potentially be applied to the contract, in whole or part, as a reliable means for measuring and paying for success, as described in Section III Scope of Services of the RFP. Proposers are encouraged to propose measures, incentives and disincentives which they believe will best achieve the Agency's goals and objectives in a cost-effective manner. Proposers may also propose more than one approach. While the proposer's proposed performance outcome measures and related financial incentives and/or disincentives will not be scored by the Agency's Evaluation Committee, they may be considered by the Agency in awarding the contract and structuring its payments to contractors.

5. Acknowledgment of Addenda

The Acknowledgment of Addenda form (Appendix B) serves as the proposer's acknowledgment of the receipt of addenda to this RFP which may have been issued by the Agency prior to the Proposal Due Date and Time. The proposer should complete this form as instructed on the form.

B. Proposal Package Contents (Checklist)

The Proposal Package should contain the following materials. Proposers should utilize this section as a checklist to assure completeness prior to submitting their proposal to the agency.

1. A sealed inner envelope labeled "Program Proposal" containing one original set and six (6) duplicate sets of the documents listed below in the following order:
 - Proposal Cover Letter (Appendix A)
 - Program Proposal
 - Narrative

- References for the Proposer and, if applicable, each Sub-Contractor
- Resumes and/or Description of Qualifications for Key Staff Positions
- Audit Report or Certified Financial Statement or a statement as to why no report or statement is available.
- Acknowledgment of Addenda Form (Appendix B)

2. A separate sealed inner envelope labeled "Price Proposal" containing one original set and six (6) duplicate sets of the Price Proposal.

3. A sealed outer envelope, enclosing the two sealed inner envelopes. The sealed outer envelope should have two labels containing:

- The proposer's name and address, the Title and PIN # of this RFP and the name and telephone number of the Proposer's Contact Person.
- The name, title and address of the Authorized Agency Contact Person.

SECTION V: PROPOSAL EVALUATION AND CONTRACT AWARD PROCEDURES

A. Evaluation Procedures.

All proposals accepted by the Agency will be reviewed to determine whether they are responsive or non-responsive to the requisites of this RFP. Proposals which are determined by the Agency to be non-responsive will be disqualified. The Agency's Evaluation Committee will evaluate and rate all remaining proposals based on the Evaluation Criteria prescribed below. Although discussions may be conducted with proposers submitting acceptable proposals, the Agency reserves the right to award contracts on the basis of initial proposals received, without discussions. Therefore, the proposer's initial proposal should contain its best programmatic and price terms.

B. Evaluation Criteria.

- | | |
|--|------------|
| • Demonstrated quantity and quality of successful relevant experience. | 50% |
| • Demonstrated level of organizational capability | 10% |
| • Quality of proposed approach. | <u>40%</u> |

C. Basis for Contract Award.

A contract will be awarded to the responsible proposers whose proposals are determined to be the most advantageous to the City, taking into consideration the price and such other factors or criteria which are set forth in this RFP. In addition, contract award shall be subject to the timely completion of contract negotiations between the agency and the selected proposers.

SECTION VI - GENERAL INFORMATION TO PROPOSERS

- A. **Complaints.** The New York City Comptroller is charged with the audit of contracts in New York City. Any proposer who believes that there has been unfairness, favoritism or impropriety in the proposal process should inform the Comptroller, Office of Contract Administration, 1 Centre Street, Room 835, New York, NY 10007; the telephone number is (212) 669-3000. In addition, the New York City Department of Investigation should be informed of such complaints at its Investigations Division, 80 Maiden Lane, New York, NY 10038; the telephone number is (212) 825-5959.
- B. **Applicable Laws.** This Request for Proposals and the resulting contract award(s), if any, unless otherwise stated, are subject to all applicable provisions of New York State Law, the New York City Administrative Code, New York City Charter and New York City Procurement Policy Board (PPB) Rules. A copy of the PPB Rules may be obtained by contacting the PPB at (212) 788-7820.
- C. **General Contract Provisions.** Contracts shall be subject to New York City's General Contract Provisions, a copy of which is available through the Authorized Agency Contact Person.
- D. **Contract Award.** Contract award is subject to each of the following applicable conditions and any others that may apply: New York City Fair Share Criteria; New York City MacBride Principles Law; New York City Burma Law; submission by the proposer of the New York City Department of Business Services/Division of Labor Services Employment Report and certification by that office; submission by the proposer of the requisite VENDEX Questionnaires/Affidavits of No Change and review of the information contained therein by the New York City Department of Investigation; all other required oversight approvals; applicable provisions of federal, state and local laws and executive orders requiring affirmative action and equal employment opportunity; and Section 6-108.1 of the New York City Administrative Code relating to the Local Based Enterprises program and its implementation rules.
- E. **Proposer Appeal Rights.** Pursuant to New York City's Procurement Policy Board Rules, proposers have the right to appeal agency non-responsiveness determinations and agency non-responsibility determinations and to protest an agency's determination regarding the solicitation or award of a contract.
- F. **Multi-Year Contracts.** Multi-year contracts are subject to modification or cancellation if adequate funds are not appropriated to the agency to support continuation of performance in any City fiscal year succeeding the first fiscal year and/or if the contractor's performance is not satisfactory. The Agency will notify the contractor as soon as is practicable that the funds are, or are not, available for the continuation of the multi-year contract for each succeeding City fiscal year. In the event of cancellation, the contractor will be reimbursed for those costs, if any, which are so provided for in the contract.
- G. **Prompt Payment Policy.** Pursuant to the New York City's Procurement Policy Board Rules, it is the policy of the City to process contract payments efficiently and expeditiously.
- H. **Prices Irrevocable.** Prices proposed by the proposer shall be irrevocable until contract award, unless the proposal is withdrawn. Proposals may only be withdrawn by submitting a written request to the Agency prior to contract award but after the expiration of 90 days after the opening of proposals. This shall not limit the discretion of the Agency to request proposers to revise proposed prices through the submission of best and final offers and/or the conduct of negotiations.
- I. **Confidential, Proprietary Information or Trade Secrets.** Proposers should give specific attention to the identification of those portions of their proposals that they deem to be confidential, proprietary information or trade secrets and provide any justification of why such materials, upon request, should not be disclosed by the City. Such information must be easily separable from the non-confidential sections of the proposal. All information not so identified may be disclosed by the City.
- J. **RFP Postponement/Cancellation.** The Agency reserves the right to postpone or cancel this RFP, in whole or in part, and to reject all proposals.
- K. **Proposer Costs.** Proposers will not be reimbursed for any costs incurred to prepare proposals.
- L. **Charter Section 312(a) Certification.** [IF APPLICABLE] The Agency has determined that the contract(s) to be awarded through this Request for Proposals will not directly result in the displacement of any New York City employee.

Agency Chief Contracting Officer

Date

APPENDIX A

PROPOSAL COVER LETTER

Proposer:

Name: _____

Address: _____

Tax Identification #: _____

Proposer's Contact Person:

Name: _____

Title: _____

Telephone #: _____

Proposer's Authorized Representative:

Name: _____

Title: _____

Signature: _____ Date: _____

APPENDIX B
ACKNOWLEDGMENT OF ADDENDA

DIRECTIONS: COMPLETE PART I OR PART II, WHICHEVER IS APPLICABLE.

PART I: LISTED BELOW ARE THE DATES OF ISSUE FOR EACH ADDENDUM RECEIVED IN CONNECTION WITH THIS RFP:

ADDENDUM # 1, DATED _____, 20__

ADDENDUM # 2, DATED _____, 20__

ADDENDUM # 3, DATED _____, 20__

ADDENDUM # 4, DATED _____, 20__

ADDENDUM # 5, DATED _____, 20__

ADDENDUM # 6, DATED _____, 20__

PART II: NO ADDENDUM WAS RECEIVED IN CONNECTION WITH THIS RFP.

DATE __ / __ / __

PROPOSER (NAME) _____

PROPOSER (SIGNATURE) _____

Appendix C:
“NO BID RESPONSE”

PIN #01BT465

HAS OPTED NOT TO BID ON

(Contractor Name)

(Title of Procurement)

For the following reason(s):

Contact Name

(Signature)

Date / /

Return this form to DOH at the address in the cover letter; or fax to (212) 788-4764,
Attention: Mr. Luis Pena-Barrero, Contracting Agent, by no later than April 27,
2001 at 5:00 p.m.,

Contacts

Martin Wells

Carl Weisberg

Greg Noller

Don DeMarco

Chris Wood

Tom Friedman

fema
OEM
SEM

2:00 upstairs