



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: May 1, 2006
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VanRIMS No.: 03-1200-11
Meeting Date: May 16, 2006

TO: Vancouver City Council

FROM: City Manager and Manager, Materials Management

SUBJECT: Award of Contract for RFP # PS06036 - Service Request Mapping Services

RECOMMENDATION

- A. THAT, subject to the conditions set out in B, C, and D, Council authorize a contract with AtFocus, Inc. to provide service request mapping services for the 311 Feasibility Study at the cost of \$186,000 plus applicable taxes, subject to a contract satisfactory to the Director of Legal Services, the City Manager, and the Manager, Materials Management, funding provided in the 2006 Operating Budget.
- B. THAT the Director of Legal Services be authorized to execute and deliver on behalf of the City all legal documents required to implement Recommendation A.
- C. THAT, all such legal documents be on terms and conditions satisfactory to the City Manager, Manager of Materials Management and the Director of Legal Services.
- D. THAT, no legal rights or obligations will be created by Council's adoption of Recommendation A, B and C above unless and until such legal documents are executed and delivered by the Director of Legal Services.

COUNCIL POLICY

Contracts are to be awarded on the basis of best overall value for the City. Council approval is required for consulting contracts over \$30,000.

SUMMARY

The City wishes to engage the services of an independent consultant to carry out and complete the service request mapping (citizen contact portion) of services provided by the City of Vancouver for the 311 Feasibility Study. After evaluating responses to a Request for Proposals (RFP), this report recommends that Council award AtFocus, Inc the contract to provide these services.

BACKGROUND

The CRTC approved the use of 311 as the dedicated number for non-emergency municipal government information and services in 2004. A number of municipalities in Canada have advanced into the planning or implementation stages of this service. In addition, 311 is being planned and implemented throughout many US cities. Many 311 operations offer a single point of contact for citizens via phone and internet, and provide backup to 911 in emergencies.

The City currently serves a population of approximately 600,000 people and provides service to the public through eleven departments, service groups and boards, employing over 8,500 people. The current approach to services makes it impossible to determine the exact number of staff members that respond to public inquiries. The City fields an estimated one million calls per year.

At present, each division administers its own telephone system, web pages and email addresses. Some phone lines are serviced through a quasi-call centre arrangement (e.g. Information kiosk, Development Service's Enquiry Centre, etc.) or, more typically, calls are handled by individual staff members not having dedicated responsibility for providing information services to the public. Often incoming calls are transferred from staff member to staff member - both inside and outside the department as the caller may request services or information that cross departmental boundaries. Currently, over 500 telephone numbers are listed under the City of Vancouver in the Blue Pages.

A 311 feasibility study is underway at the City. The study includes a review of best practices of 311 centres, development of options for 311 service delivery, research regarding citizen expectations, the development of a business case and the development of an implementation plan for the most suitable model as determined by the business case. The feasibility study will also identify initiatives currently underway at the City which may have an impact on a 311 system. In order to determine the costs and implications of 311, it is critical to understand current citizen contacts. Service request process mapping will provide the data necessary to understand how citizen service is currently delivered, and will enable the City to determine the scope and effort required to implement a 311 service should Council choose to proceed.

In April 2006, the City issued RFP # PS06036 for "Consulting Services for Service Request Mapping", inviting proponents to:

- Document current telephone citizen contact processes and associated resources at the City of Vancouver
 - Development of service request process maps (citizen contact portion) for services delivered by the City. Service request process maps provide a visual representation of the civic processes required to respond to citizen requests for information and services.

- Development of summary tables providing high level description of each service request, volume, technology used, and the risk associated with service request transitioning to 311.
- Determine 311 high level future state
 - Identification of service request transfer points between 311 and Departments should the City proceed with a 311 system.

The closing date for responses to RFP # PS06036 was April 21, 2006.

DISCUSSION

Two proponents responded to the RFP:

AtFocus, Inc
Kane-MacKay & Associates, Ltd.

Responses were evaluated by a team of five under the guidance of the City's Materials Management representative, following accepted City practices. Evaluation criteria included company experience, project team skills and experience, methodology, deliverables and price.

The AtFocus, Inc. proposal details a comprehensive process which will result in the thorough analysis and documentation of the City of Vancouver's current state. Adequate resources have been allocated by AtFocus, Inc to complete the task within the identified timeline. In addition, AtFocus' proposal includes many provisions to manage the risk associated with the project. The staff, timelines and methodology have been designed to ensure completion of the project with a successful outcome.

The proposal from AtFocus, Inc. represents the best overall value to the City.

- Deliverable - Process maps clearly outline all information as requested in the RFP
- Experience/References - Recent experience with process mapping and 311 projects for other major Canadian cities identify AtFocus, Inc. as a leader in this field
- Methodology - A comprehensive process has been identified which will involve staff at all levels and from all departments within the City
- Price - The AtFocus, Inc. proposal is priced within budget of the 311 Feasibility Study.

The mapping process is expected to take 2 months, and is anticipated to be completed by the end of July 2006.

FINANCIAL IMPLICATIONS

This contract will be funded through the 311 Feasibility Study, which was provided funding from the 2006 Strategic Initiatives Fund. The cost of the services detailed in the AtFocus, Ltd proposal total \$186,000 (all consulting fees and expenses included) plus applicable taxes.

CONCLUSION

It is recommended that Council approve the award of this contract for consulting services to AtFocus, Inc., subject to the development and execution of a satisfactory contract.

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