



## CITY OF VANCOUVER

### ADMINISTRATIVE REPORT

Report Date: July 3, 2007  
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VanRIMS No.: 03-1200-30  
Meeting Date: July 24, 2007

TO: Vancouver City Council  
FROM: City Manager  
SUBJECT: Award of Contract - Development of content for 311 Knowledge Base

#### RECOMMENDATION

- A. THAT, subject to the conditions set out in B, C, and D, Council authorize a consultancy contract with AtFocus, Inc. for the development of the content for the 311 knowledge base at a maximum value of \$200,000 plus applicable taxes, subject to a contract satisfactory to the Director of Legal Services, the City Manager, and the Manager, Materials Management; source of fund to be the 311 Capital Budget for Consultancy.
- 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, the Manager, 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.

## **CITY MANAGER'S COMMENTS**

The City Manager recommends approval of A to D.

## **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.

## **PURPOSE**

This report seeks approval of a contract with AtFocus, Inc. for the development of the content of the 311 knowledge base which will be the main source of information used by the 311 Contact Centre.

## **BACKGROUND**

Council approved the establishment of the consolidated 311 Contact Centre (CC) on November 30, 2006. 311 staff will utilize a comprehensive Knowledge Base (KB) and Citizen Relationship Management (CRM) software in order to answer the information and service requests that will flow through 311.

The development of the knowledge required for the 311 CC has already begun. Citizen information and service requests have been identified and mapped, business and technical requirements identified, and processes to migrate to the consolidated contact centre have been identified and agreed upon by departments and the 311 Project Team. This work was conducted by AtFocus, Inc. from late May 2006 to April 2007. The award of the contract for this piece of work was approved by Council on May 16, 2006 (PS06036), and an addendum to the contract was approved on November 30, 2006.

The contract was completed within the planned schedule and budget, carried out in a professional manner, and produced high quality deliverables. The service request process maps provided the information necessary to understand the City of Vancouver's current state, and the future state maps provide the vision and blueprint for provision of citizen service in a 311 CC.

## **DISCUSSION**

The next stage of building the knowledge for the 311 CC is to document the scripts and information required by the Citizen Service Representatives. These scripts and the associated information will form the content of the CRM and KB software. This work will consist of identifying the information required, meeting with departments to coordinate information gathering, developing then validating the scripts, and developing the logic framework for the information flow in the 311 system. The work is estimated to begin in August 2007 and will take approximately six months to complete.

AtFocus, Inc. has been identified as the most qualified firm to develop the scripts for the 311 CC. The development of scripts requires consistent methodology to that utilized in the

development of the 311 process maps and requires knowledge of CRM and KB systems. AtFocus, Inc's expertise in 311 as well as knowledge of the City of Vancouver processes and organization provide the required experience and skill to complete this piece of work. A Notice of Intent to Contract with AtFocus (NOI PS07073) was posted on the City of Vancouver's website from May 2, 2007 to May 16, 2007. No challenges were received.

#### **FINANCIAL IMPLICATIONS**

The maximum value of the consultancy contract is \$200,000 (all consulting fees and expenses included) plus applicable taxes. Funding will be provided from the 311 Capital Budget for Consultancy.

#### **CONCLUSION**

Approval of the contract for Development of content for 311 Knowledge Base to AtFocus, Inc. will enable the 311 Project Team to build the content required for the 311 Contact Centre.

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