

SERVICES CONTRACT

BOW 6-9-2010

ITEM: 1-S **Agency Contact:** Elliot Schlanger
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DEPARTMENT/PROGRAM: Information Technology (DoIT)
Office of Information Technology (OIT)

CONTRACT ID: 060B0400003;
Call Center/Contact Center Services
ADPICS No 060B1400040

CONTRACT DESCRIPTION: Contract for general call center/contact center services for various State agencies, except for the Department of Human Resources (DHR) that will be conducting its own procurement for call center services.

AWARD: C. R. Dynamics & Associates, Inc.
Baltimore, MD

TERM: 7/1/2010 – 6/30/2015

AMOUNT: \$2,500,000 Est. (5 Years)

PROCUREMENT METHOD: Competitive Sealed Proposals
(Small Business Reserve)

BIDS OR PROPOSALS: See Attachment

MBE PARTICIPATION: 100% (Contractor is a Maryland Certified MBE)
10% Subcontracting Goal

PERFORMANCE SECURITY: None

INCUMBENT: The Active Network, Inc.
(formally Infospherix, Inc.)

REQUESTING AGENCY REMARKS: A notice of the availability of the Request for Proposals (RFP) was advertised on *eMarylandMarketplace.com* for Small Business Reserve partners only. A copy was also sent to the Governor’s Office of Minority Affairs.

Seven proposals were received in response to the RFP. Three offerors were eliminated from consideration due to fatal flaws in MBE documentation. The four remaining offerors were deemed reasonably susceptible of being selected for award as indicated in the Attachment. Technical factors had greater weight than financial factors in the overall award determination.

C.R. Dynamics and Associates, Inc. (Dynamics) is recommended for award as the most advantageous offeror to the State, because its technical proposal is superior to all others evaluated and the financial proposal is below current rates. Even though Dynamics is the third ranked offeror financially, with a price 43% higher than that of the lowest price offeror, which is ranked third technically, the technical differences between the overall ranked #1 offeror and the overall ranked #3 offeror is judged to be worth the difference in price.

Call Center services allow agencies to enhance services to Maryland citizens by dialing a toll-free number. Under the Call Center arrangement, citizens reach an answering point located in Maryland that is staffed between 8:00 A.M. and 8:00 P.M., Monday through Friday, except for State holidays. In addition, citizens are provided some information 24 hours per day, 7 days per week. This contract does not cover the needs for DHR, which represents about 90% of the volume of the current contract. DHR will conduct an independent procurement to address its agency specific requirements. The following agencies are participating in the new contract being presented now:

- Department of Housing and Community Development (DHCD) – Division of Development Finance maintains several toll free hot lines, such as More House 4 Less, Accessible Homes for Seniors, HOPE Hotline and Housing Reconnect Number.
- Department of Health and Mental Hygiene (DHMH) (Health/Bioterrorism/West Nile Virus/Other Health Related Information/Waivers) – Maintains toll free hotline numbers to provide the citizens of Maryland with health care information on specific hot issues such as influenza, West Nile Virus, Bio-terrorism (anthrax, smallpox, plague, etc.) and other health related links as the situation may require. In addition, information is also provided regarding waivers related to Medicaid Home and Community Based Service Programs.
- Department of Information Technology (DoIT) - Maintains a toll free number, 1-800-MDINFO1, Maryland General Information Number – that is answered by the Call Center between 8:00 A.M. and 8:00 P.M., Monday through Friday, except for State holidays. Citizens are provided information and/or transferred to the appropriate agency thus reducing multiple calls to contact a specific agency for services.
- Department of Budget and Management (DBM) Central Collections Unit (CCU) – Provides information to Maryland citizens about their delinquent debts owed to the State and the process for payment/dispute of those debts.
- Office of the Public Defender – Maintains a toll free number that the citizens of Maryland can utilize to obtain information about Public Defenders office locations and the process for obtaining their services.

The contract also includes contractor personnel answering email inquiries similar to the phone inquiries and mailing out information packets provided by the using agencies.

The *Award Amount* above and the *Offer Amount* shown in the Attachment are different. The *Offer Amount* was based upon a model in the RFP for evaluation purposes. It included firm fixed unit prices per-minute and per-unit times an estimated number of calls. The *Award Amount* shown above is also estimated and is based upon past experience. The actual amount paid to the contractor will be based upon the actual number and duration of calls and emails to each

participating agency and mailings on behalf of the agencies, times the firm fixed unit prices quoted on the Financial Proposal.

FUND SOURCE: Various Agencies

APPROP. CODE: Various

RESIDENT BUSINESS: Yes

MD TAX CLEARANCE: 10-4356-1111

Board of Public Works Action - The above referenced Item was:

APPROVED

DISAPPROVED

DEFERRED

WITHDRAWN

WITH DISCUSSION

WITHOUT DISCUSSION