



**TO: Board of Directors**

**DATE: October 12, 2010**

**FROM: David Melko, Senior Transportation Planner**

**SUBJECT: SOUTH PLACER TRANSPORTATION CALL CENTER AGREEMENT  
WITH THE CITY OF ROSEVILLE**

**ACTION REQUESTED**

Authorize the Executive Director to sign the South Placer Transportation Call Center Agreement with the City of Roseville.

**BACKGROUND**

The South Placer County Dial-a-Ride Study, approved by the PCTPA Board in September 2007, included a recommendation for PCTPA to develop and implement a centralized regional call center. For FY 2008/09, the PCTPA Board adopted a finding that a centralized call center in South Placer County was an unmet transit need that was reasonable to meet, and designated the WPCTSA as the agency responsible to implement this finding. The WPCTSA Board, in turn, designated the City of Roseville as the transit agency best suited to operate a centralized Call Center.

**DISCUSSION**

The attached South Placer Transportation Call Center Agreement identifies the terms and conditions for establishment and operation of a centralized Call Center in South Placer County. Exhibit "A" represents the basic scope of services of the Call Center that would be provided on an annual basis on behalf of WPCTSA member agencies. Exhibit "B" identifies the annual operating costs, including start-up capital costs, associated with establishing the Call Center, and a funding plan. The scope of services, identification of costs and funding were developed in a cooperative effort over a two year period through the Transit Operators Working Group (TOWG).

The annual cost to operate the South Placer Transportation Call Center is estimated at \$300,000. The source of funding for FY 2010/11 will be Transportation Development Act (TDA) Local Transportation Funds (LTF) allocated by PCTPA. The \$300,000 is included in the FY 2010/11 Final LTF Apportionment approved by the PCTPA Board in August 2010.

The Call Center Agreement has a term of three years, from April 1, 2011 to June 30, 2014. The Agreement may be extended for up to three option periods of one year duration. All Call Center activities, including coordinating customer services, meeting performance standards, reporting and budget activities will be coordinated by the City of Roseville with the WPCTSA and the TOWG. The attached Fact Sheet summarizes key activities associated with the Call Center administration, its general operating parameters, and also identifies many benefits of the Call Center that would be seen by both the public and the transit operators.

The TOWG reviewed the attached Call Center Agreement on October 5. The TAC reviewed the Agreement on October 12, 2010. Both the TOWG and the TAC concur with the staff and recommend approval.

## **SOUTH PLACER TRANSPORTATION CALL CENTER FACT SHEET**

### **Call Center Administration**

The City of Roseville will be responsible for preparation of an annual budget to be submitted to WPCTSA, as well as grant applications, TDA claim forms, and related documentation; coordinating customer service; meeting performance standards, and other activities relative to overall Call Center administration. The City of Roseville intends to employ a contractor to operate the Call Center. The contractor will be responsible for all hiring, training, managing and supervising reservationists.

### **Call Center Operations**

The Call Center will begin operation April 1, 2011. Operating hours are anticipated to be: Monday through Friday, 8:00 am – 5:00 pm; Saturday 9:00 am – 5:00 pm; and Sunday 9:00 am – 4:00 pm.

The Agreement terminates June 30, 2014. The Agreement may be extended for up to three option periods of one year duration.

### **Benefits to the Public**

The Call Center will address a number of problems currently experienced with the use of existing public transit services by offering the public a consolidated “one stop” Call Center with one phone number for all of Western Placer County. The Call Center will provide the public the following services:

- Current transportation information, including bus route, schedule, and fare information;
- Assistance in reading bus schedules and planning and making trips across different services and jurisdictional boundaries; and
- Scheduling of trips using dial-a-ride and other demand response services.

### **Benefits to Transit Operators**

The Call Center will also provide Placer transit operators the following services:

- Centralized call intake;
- Reduction in transit operator call volume;
- Ability for transit operators to focus staff resources on other important agency needs;
- Distribution of alternative transportation information;
- Scheduling for dial-a-ride and other demand response services;
- Dispatch assistance as necessary to maximize bus route efficiency and capacity;
- Screening and handling calls regarding ADA eligibility, photo ID's, complaints, same day trip requests, and route these calls, as necessary, to the appropriate transit operators; and
- Perform database maintenance for monthly, quarterly and annual performance and National Transit Database (“NTD”) reporting.

The Call Center also creates opportunities for WPCTSA and transit operators to:

- Incorporate the existing transportation voucher process and the transit ambassador program;
- Train prospective transit riders in conjunction with a mobility training program;
- Standardize ADA eligibility across transit systems; and
- Outreach to community groups, social service agencies and non-profit organizations needing transportation for their clients.

**AGREEMENT BETWEEN THE CITY OF ROSEVILLE AND THE  
WESTERN PLACER CONSOLIDATED TRANSPORTATION SERVICE AGENCY  
REGARDING THE SOUTH PLACER TRANSPORTATION CALL CENTER**

THIS AGREEMENT is made and entered into this \_\_\_ day of \_\_\_\_\_, 20 \_\_,  
by and between the City of Roseville, a municipal corporation ("CITY"), and the Western Placer  
Consolidated Transportation Service Agency, a joint powers agency ("WPCTSA").

W I T N E S S E T H:

WHEREAS, pursuant to California Government Code Section 67910, the Placer County  
Transportation Planning Agency ("PCTPA") was created as a local area planning agency to  
provide regional transportation planning for the area of Placer County, exclusive of the Lake  
Tahoe Basin; and

WHEREAS, one of the key responsibilities for a local area planning agency is to  
designate a Consolidated Transportation Services Agency ("CTSA"); and

WHEREAS, the Western Placer Consolidated Transportation Service Agency  
("WPCTSA") is a joint powers agency created on October 13, 2008 by Placer County, the cities  
of Auburn, Colfax, Lincoln, Rocklin, and Roseville, and the Town of Loomis; and

WHEREAS, on November 18, 2008, PCTPA approved Resolution 08-34 designating  
WPCTSA as the CTSA for western Placer County; and

WHEREAS, pursuant to California Public Utilities Code Section 99401.5(d), the PCTPA  
must annually adopt by resolution a finding on unmet transit needs in Placer County prior to  
allocating funds for non-transit purposes; and

WHEREAS, on February 25, 2009, the PCTPA adopted Resolution 09-06 finding that a centralized transportation call center in South Placer County was an unmet transit need for fiscal year 2008-2009 that was reasonable to meet; and

WHEREAS, PCTPA has designated WPCTSA as the call center administrator; and

WHEREAS, WPCTSA, in turn, has designated CITY as the agency best suited to expand current operations to meet this need; and

WHEREAS, CITY agrees to act as the lead agency for establishing and operating a regional call center known as the South Placer Transportation Call Center ("Call Center") pursuant to the terms and conditions of this Agreement.

NOW, THEREFORE, the parties agree as follows:

1. Term. This Agreement shall commence on April 1, 2011 and terminate on June 30, 2014. The parties may extend this Agreement in writing for up to three (3) option periods of one-year duration.

2. Services. CITY shall establish and operate the Call Center as described in the scope of services which is attached hereto as EXHIBIT "A" and incorporated herein by this reference. EXHIBIT "A" represents the basic scope of Call Center services to be provided by CITY on an annual basis on behalf of WPCTSA member agencies. In operating the Call Center, CITY shall adhere to the standards of performance which are incorporated into EXHIBIT "A." CITY reserves the right to contract either part or all of the operations of the Call Center to a qualified transit operations contractor, as determined by CITY.

3. Initial Costs. Initial start-up costs associated with establishing the Call Center, including any capital or tenant improvements and the acquisition of supplies, equipment and

office furniture will be paid for using various grant funds previously secured by CITY, as well as matching funds by WPCTSA, as described in EXHIBIT "B," attached hereto and incorporated herein by this reference.

4. Funding. PCTPA agrees to annually allocate to CITY the actual costs necessary to operate the Call Center, currently estimated at \$300,000 a year. The source of funding for the Call Center will be Transportation Development Act ("TDA") Local Transportation Funds ("LTF") and/or State Transit Assistance Discretionary Funds ("STA") allocated by PCTPA. PCTPA will apportion funds for the Call Center before allocating any LTF or STA funds to WPCTSA's member jurisdictions. In addition to LTF and STA funds, other sources of funding may also be provided by PCTPA, WPCTSA, or its members for the Call Center.

5. Annual Budget and Claim Process. No later than March 1st each year, CITY shall submit a preliminary budget to WPCTSA. Such budget shall include Call Center operations costs and capital expenditures necessary for the next fiscal year, and will be responsive to estimated levels of funding. CITY may include in the preliminary budget any requests for funding for additional services which are outside the basic scope of services identified in EXHIBIT "A," or may show reduced budget and related service reductions necessary to respond to projected LTF shortfalls. In accordance with WPCTSA's June budget approval process, WPCTSA shall accept, reject or modify CITY's Call Center budget and, if necessary, identify the source of funding for any approved additional services and/or cost increases.

Within one-hundred and twenty (120) days after PCTPA's board approves the final apportionment of LTF and/or STA funds, CITY will file a claim with PCTPA for the approved budget amount to operate the Call Center. Nothing in this Agreement prohibits CITY from

submitting claims for other sources of funding to operate the Call Center, including, but not limited to, grants, Proposition 1B funds, and additional FTA and/or STA funds.

6. Reserve Account. At the end of each fiscal year, all unexpended funds apportioned for operation of the Call Center will be deposited into a Call Center reserve account. Such reserve account shall be used for Call Center operations including, but not limited to, needed enhancements to systems, additional staffing, capital or tenant improvements, or acquisition of capital assets. Prior to expending any funds from the reserve account, CITY must update the Call Center budget to show the proposed transfer and expenditure of funds and receive approval of the updated budget from WPCTSA's Executive Director.

7. Grants. WPCTSA and CITY, on WPCTSA's behalf, may pursue federal, state or other grants to offset the operating and capital funding provided by WPCTSA for the Call Center. If either party successfully obtains any such grants, the party administering the grant will be entitled to receive an appropriate portion of the grant to cover its administrative costs. CITY agrees to make a good faith effort to expend any grants or other sources of funding expeditiously and, if possible, prior to expending any funds granted to CITY by WPCTSA under Section 4 of this Agreement.

8. Termination for Convenience. Either party may terminate this Agreement for convenience at any time upon giving one hundred and eighty (180) days advance written notice to the other party, WPCTSA and WPCTSA member agencies. Within thirty (30) days of termination, CITY shall refund to WPCTSA any remaining funds allocated to the Call Center which are not already encumbered.

9. Breach. Should a party fail to perform its contractual obligations within thirty (30) days following written notice from the other party, or is otherwise unable to cure a material

breach of this Agreement within such time, that party shall be considered in default and the nondefaulting party may terminate this Agreement.

10. Mediation. If any controversy or differences arise between the parties regarding the interpretation or enforcement of this Agreement, or because of an alleged dispute, breach or default in connection with any provision of this Agreement, either party may deliver a written notice to the other party raising such dispute or claiming such breach or default. If the parties are unable to resolve such differences in good faith on their own, or if a party fails to cure or commence the cure of any alleged breach or default within thirty (30) days of receipt of written notice from the other party raising such dispute or claiming such breach or default, the parties will attempt to resolve such differences through nonbinding mediation. The cost of mediation shall be divided equally between the parties. If the parties are unable to resolve their differences through mediation within thirty (30) days after submission of the dispute to mediation, each party may then pursue its judicial remedies to the full extent of the law.

11. Indemnification. Each party shall indemnify the other as follows: Indemnitor shall defend, indemnify, and save and hold harmless the indemnitee, its officers, agents and employees from any claims, suits or actions of every name, kind and description brought forth, or on account of, injuries to or death of any person (including but not limited to workers and the public), or damage to property, resulting from or arising out of indemnitor's willful misconduct or negligent act or omission while engaged in the performance of obligations or exercise of rights created by this Agreement, except with regard to those matters arising from indemnitee's negligence.

12. Insurance. CITY agrees to maintain in full force and effect, at a minimum, the following insurance policies and self-insured programs during the term of this Agreement.

a. Comprehensive and General Liability. CITY will maintain limits of coverage in the amount of \$40,000,000 per occurrence with no aggregate through the California Joint Powers Risk Management Authority (“CJPRMA”). The self-insured retention maintained by CITY will be \$500,000 per occurrence.

b. Workers’ Compensation. CITY will maintain workers’ compensation coverage in the amount of the statutory limit through a combination of insurance through the Local Agency Workers’ Compensation Excess Joint Powers Authority (“LAWCX”), the California State Association of Counties (“CSAC”), and self-insured retention.

c. Automobile Liability. CITY will self-insure for automobile coverage.

13. Compliance with Laws. The parties shall comply with all federal, state and local laws and ordinances as may be applicable to the performance of services under this Agreement.

14. Governing Agreement. In the event of any conflict between this Agreement and its EXHIBITS, the provisions of this Agreement shall govern. In the event of any conflict between any of the EXHIBITS, the provisions of the first in order of attachment shall govern.

15. Assignment. Neither party shall assign or transfer any interest in this Agreement nor the performance of obligations hereunder without prior written consent of the other and any attempt to so assign this Agreement or any rights, duties, or obligations arising hereunder shall, at the option of the non-assigning party, be void and of no effect.

16. Independent Contractor. CITY and WPCTSA shall, in the performance of their respective obligations under this Agreement, act as independent contractors and shall not be officers, agents, or employees of the other. This Agreement does not confer on CITY any authority over WPCTSA or the individual transit operators who are members of WPCTSA.

17. Successors in Interest. This Agreement shall be binding upon the heirs, successors, executors, administrators and assigns of the respective parties hereto.

18. Attorney's Fees; Venue; Governing Law. If either party commences any legal action against the other party arising out of this Agreement or the performance thereof, the prevailing party in such action shall be entitled to recover its reasonable litigation expenses, including but not limited to, court costs, expert witness fees, discovery expenses, and attorneys' fees. Any action arising out of this Agreement shall be brought in Placer County, California, regardless of where else venue may lie. This Agreement shall be governed by and construed in accordance with the laws of the State of California.

19. Notices. Any notices to parties required by this Agreement shall be delivered personally or mailed, U.S. first class postage prepaid, addressed as follows:

CITY OF ROSEVILLE

Alternative Transportation Manager  
401 Vernon Street  
Roseville, CA 95678

WPCTSA

Executive Director  
299 Nevada Street  
Auburn, CA 95603

Either party may amend its address for notice by notifying the other party in writing.

20. Modification. This Agreement and each provision contained herein may be waived, amended, supplemented, or eliminated only by mutual written agreement of the parties.

21. Severability. In case any one or more of the provisions contained in this Agreement is for any reason held invalid or unenforceable, such holding shall not affect the remaining provisions or the validity and enforceability of the Agreement as a whole.

22. Entire Agreement. This Agreement contains the entire agreement between the parties. All prior negotiations between the parties are merged into this Agreement and there are no understandings or agreements other than those incorporated herein.

IN WITNESS WHEREOF, the City of Roseville, a municipal corporation, has authorized the execution of this Agreement in duplicate by its City Manager and attested to by its City Clerk under the authority of Resolution No. \_\_\_\_\_, adopted by the Council of the City of Roseville on the \_\_\_ day of \_\_\_\_\_ 20\_\_\_, and the Western Placer Consolidated Transportation Service Agency has caused this Agreement to be executed.

CITY OF ROSEVILLE, a  
a municipal corporation

WESTERN PLACER CONSOLIDATED  
TRANSPORTATION SERVICE AGENCY,  
a joint powers agency

\_\_\_\_\_  
RAY KERRIDGE  
City Manager

\_\_\_\_\_  
CELIA MCADAM  
Executive Director

ATTEST:

\_\_\_\_\_  
SONIA OROZCO  
City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
BRITA J. BAYLESS  
City Attorney

APPROVED AS TO SUBSTANCE:

\_\_\_\_\_  
ROB JENSEN  
Public Works Director/City Engineer

Exhibit "A"  
Scope of Services – South Placer Transportation Call Center

## **INTRODUCTION**

The South Placer Transportation Call Center (CallCenter) will offer a consolidated "one stop" Call Center which will serve as the centralized location for providing alternative transportation information and/or booking demand response trips for participating South Placer County transit operators and/or private/non-profit providers of transportation services. The City of Roseville ("CITY") intends to employ a CONTRACTOR to operate the Call Center. CONTRACTOR will be responsible for all hiring, training, managing and supervising reservationists for call intake, general transportation information dispersal, along with trip scheduling/manifest creation for Dial-A-Ride transit service. Participating transit agencies will retain their own dispatch function to make any modifications necessary to the manifest for next day services for its drivers and customers, and to insert or remove any same day trip changes and services (cancel or add). All transit agencies will benefit from the Call Center by a reduction in call volume due to the screening and handling of transportation information calls by Call Center reservationists.

### **1. CITY DUTIES AND RESPONSIBILITIES**

CITY shall perform the following duties and accept the following responsibilities with respect to the Call Center. To the extent reasonable and feasible, CONTRACTOR and WPCTSA member agencies shall assist CITY in this regard.

#### **1.1 Selection and Oversight of Contractor**

CITY shall select and enter into a contract with CONTRACTOR for operation of the Call Center and shall provide contract oversight over CONTRACTOR's performance.

#### **1.2 Office Space**

CITY shall provide office space for operation of the Call Center and shall perform any needed capital or tenant improvements necessary to accommodate the Call Center in the CITY supplied office space.

#### **1.3 Supplies, Equipment and Furniture**

CITY shall acquire any needed supplies, equipment and furniture for operation of the Call Center.

#### **1.4 Annual Budget Preparation, TDA Claim Process and Administration**

CITY shall be responsible for preparation of budgets, TDA claim forms, grant applications, related documentation, and other such activities relative to overall Call Center contract administration. CONTRACTOR shall offer assistance to address changes in operations or staffing levels to maintain a consistent level of excellent customer service. CITY shall provide quarterly reports to the TOWG group in a format that is presentable to any board.

#### **1.5 Coordination with WPCTSA and the TOWG**

CITY shall be responsible for coordinating customer service and performance standards, reporting and budget activities for the Call Center with the WPCTSA and the TOWG.

#### **1.6 Advertising and Promotion**

CITY shall prepare, place, schedule and pay for advertising and promotional materials designed to inform the public of the Call Center in accordance with the proposed annual budget. Advertising may include, but is not limited to, print media, internet, television and/or radio.

## **2. CITY'S CONTRACTOR DUTIES AND RESPONSIBILITIES**

CITY's CONTRACTOR shall assist and cooperate with CITY to:

- Meet the objectives of providing quality transportation Call Center services;
- Perform close liaison activities, coordination and cooperation with CITY on matters related to operations, monitoring, reporting and service performance measurements;
- Work with CITY staff to continue and expand current dispatch operations (including Trapeze and Zonar) to include additional participating transit agencies; and,
- Work with CITY to continue and expand current reservation operations to include additional participating transit agencies.

CITY's CONTRACTOR shall be contractually obligated to perform the duties and accept the responsibilities set forth below in connection with its operation of the Call Center.

### **2.1 Staffing**

CITY's CONTRACTOR shall employ adequate executive, administrative, supervisory, operational, and maintenance personnel to provide the necessary management, technical and operating services for the operation of the Call Center.

### **2.2 Training and Retraining**

CITY's CONTRACTOR shall provide ongoing customer service and TRAPEZE training and retraining for all Call Center reservationist positions and for satellite offices' dispatchers as deemed necessary by participating agencies. Ongoing training and retraining shall be based on a variable hourly cost which should be included in the CONTRACTOR's cost proposal.

### **2.3 Service Provided – Call Center Reservationists**

CITY's CONTRACTOR shall provide adequate lead reservationist(s) and reservationists to service approximately 7,000 calls per month. Call Center operating hours are anticipated to be:

Monday – Friday, 8:00 am – 5:00 pm

Saturday 9:00 am – 5:00 pm

Sunday 9:00 am – 4:00 pm

Hours may be adjusted per CONTRACTOR recommendation and/or in cooperation with the TOWG to accommodate call volume.

Lead reservationists, reservationists and any other personnel who may from time-to-time be assigned to telephone information or reservation lines shall be trained in customer service, customer relations skills, telephone manners, operator skills, accident/incident procedures, fares, bus and demand response schedules and services, information referrals, ADA regulations regarding trip reservations (*Call Center will be operated to be in compliance with Article 49, section 37.12*), reservation procedures, and operating policies.

Reservation staff shall be trained to provide the following services:

- Trip Requests;
- Scheduling;
- Dispatch assistance as necessary to maximize route efficiency;
- Trip Planning;
- Route and schedule information;
- Fare and discount information;

- Screen calls to route to appropriate transit agencies regarding ADA eligibility, photo ID's, complaints, same day trip changes and requests, and alternative transportation information in general; and
- Database maintenance regarding ADA eligible passengers, and all information necessary for monthly, quarterly and annual performance and National Transit Database ("NTD") reporting.

CITY's CONTRACTOR shall monitor call volume. It is estimated that call volumes will be approximately 7,000 per month. CITY's CONTRACTOR shall have the capacity to handle increases in service hours and/or staff which is estimated to be approximately 3% per year.

#### **2.4 Telephone Reservation and Information System**

CITY's CONTRACTOR shall develop, implement and maintain a daily schedule of labor resources to handle passenger information telephone calls, reservations, and trip scheduling. This schedule shall identify work assignments and shift time.

CITY's CONTRACTOR shall utilize transportation Call Center telephone lines solely to respond to incoming calls from the general public for the purposes of requesting demand response service, reservations service information and requests for information about transportation options in south Placer County. These phone lines shall be exclusively dedicated to the Call Center reservation and information system. CITY's CONTRACTOR shall advise CITY if call volume appears to exceed phone line capacity to respond to incoming calls with a minimum of busy signals. CITY's CONTRACTOR shall coordinate with CITY monthly, or more frequently if necessary, to monitor and evaluate call volume.

CITY's CONTRACTOR shall make special efforts to respond to telephone service and information requests from deaf or Spanish-speaking callers. CITY 's CONTRACTOR shall continue to provide TDD equipment for communications with deaf patrons, or use the California Relay Service for communication with deaf customers.

#### **2.5 Trapeze PASS Scheduling, Dispatching and Vehicle Control**

CITY's CONTRACTOR shall use, in the day to day operations, the Trapeze PASS scheduling software system. This software will be provided in an Application Server Provider ("ASP") method and shall enable the necessary number of concurrent users for processing of up to 7000 trips per month at the Call Center and will interface with satellite dispatch offices at Placer County Transit, Lincoln Transit, Auburn Transit, and WPCTSA or its contractor as deemed necessary by those agencies. CITY's CONTRACTOR shall provide redundant access to their servers, provide, install, and maintain all server hardware, firewall technology and application software and provide support services on all such hardware and software to CITY. CITY's CONTRACTOR shall purchase and update the GIS map issued by the TRAPEZE PASS system annually.

During the period of time of operation under the Trapeze PASS scheduling software system, as provided herein, CITY'S CONTRACTOR will provide access to the appropriate server hardware, training, support and backup files to utilize the Trapeze PASS Scheduling software system at any time. Should CITY elect to purchase or migrate the Trapeze PASS scheduling software system in-house, CITY will be responsible for supplying the server hardware for the in-house utilization of the Trapeze system. All data and information in the Trapeze PASS servers and on local CITY and CONTRACTOR computers related to all participating transit agencies shall be the property of CITY and shall be transferred to CITY upon request at no extra cost within a reasonable time period.

CITY'S CONTRACTOR shall schedule and dispatch trips in accordance with the Americans with Disabilities Act (ADA) required operating standards for complementary paratransit service.

## **2.6 Operations – Dial-A-Ride Reservations Service Standards**

CITY's CONTRACTOR shall respond to telephone requests for Dial-A-Ride service on a "real-time" demand-response basis in accordance with the service standards stated below.

CITY's CONTRACTOR shall also accept telephone requests for advance reservations as determined by each operator. Advance reservation trips will be scheduled on a first come first serve basis as capacity allows. However, reservation priority shall, if necessary to comply with required ADA paratransit criteria, be given to individuals who have proof of ADA paratransit service eligibility. CITY'S CONTRACTOR shall forward calls for same day trips and cancellations to the appropriate transit operator.

CITY's CONTRACTOR shall also accept "subscription service" reservations (provision of repetitive trips over an extended period time without requiring that individuals call to request reservations for each trip) as determined by each operator.

An updated ADA pending list shall be provided to CONTRACTOR biweekly, monthly, or as needed to ensure compliance with ADA requirements.

## **2.7 Service Standards – General**

CITY's CONTRACTOR shall strive at all times to provide service in a manner that will maximize productivity and at the same time emphasize quality customer service. Recognizing that the goals of productivity and service quality may conflict at times, the performance standards as stated in Section 2.8 will be established in a manner to be reasonably attainable by CITY's CONTRACTOR, fair to the customer and consistent with all participating transit agency's expectations. Other performance standards may be added as mutually agreed upon by CITY and the TOWG, and a customer survey mechanism may be used on occasion to measure customer satisfaction levels.

## **2.8 Service Performance Standards**

CITY shall establish service performance standards in conjunction with the CITY's CONTRACTOR and the TOWG in the following areas:

- Demand Response Wait Time (the elapsed time between a "real time" demand response service request and passenger pickup)..
- Ride Time (the elapsed time between passenger pickup and drop off).
  
- Missed Trips
  
- Trip Denials
  
- Reservation Reliability
  
- Service Refusals
  
- No Show Ratio

CITY's CONTRACTOR, CITY, and the PCTPA TOWG members shall periodically meet to evaluate performance of the system based upon these standards. If the standards are not fulfilling their intended purpose, they shall be adjusted based upon recommendations made by

CITY's CONTRACTOR with concurrence and final decision by CITY and WPCTSA. CITY shall take all reasonable actions requested by the WPCTSA to correct deficiencies in performance.

CITY's CONTRACTOR should anticipate possible modifications to these standards following the update of the CITY's Short Range Transit Plan in FY 2010/11, and every three (3) to five (5) years thereafter.

## **2.9 Telephone Information and Reservation Service Standard**

Reasonable standards of performance shall be established for abandoned telephone calls. As an example, there may be a standard established of less than one telephone call abandoned by the caller per (twenty) 20 completed calls. A call is usually considered abandoned if the call is terminated while it is in the "Next Call Waiting Queue" or while it is "On Hold". Another reasonable standard may be established to insure that ninety-five (95) per cent of all phone calls shall be answered within ninety (90) seconds and one hundred (100) percent answered within six (6) minutes.

## **2.10 Operations Personnel**

CITY's CONTRACTOR shall provide all management, supervision, training, lead reservationists and lead reservationists to responsibly operate the Call Center.

## **2.11 Employee Selection and Supervision**

CITY's CONTRACTOR shall be responsible for the employment and supervision of all employees necessary to perform all Call Center operations. CITY's CONTRACTOR responsibilities shall include employee recruitment, screening, selection, training, supervision, employee relations, evaluations, retraining and employee discipline, including but not limited to termination.

CITY's CONTRACTOR shall use appropriate screening and selection criteria in order to employ operations personnel. CONTRACTOR shall perform employment, DMV and criminal background checks, pre-employment drug screens and physicals of all employees associated with the agreement entered into between CITY and CONTRACTOR and shall undertake the steps necessary to assure that all such employees perform their duties in a safe, legal, courteous, and professional manner at all times.

CITY's CONTRACTOR shall make all reasonable efforts to ensure that employees having contact with the public in the course of their duties are of good moral character. Any such employee who is convicted of a felony or of a crime involving moral turpitude during the time of his/her employment shall not be permitted to continue to hold a position of employment involving contact with the general public.

CITY's CONTRACTOR shall at all times comply, and shall require subcontractors to comply, with applicable state and federal employment laws, including Section 1735 of the California Labor Code and Title VI of the Civil Rights Act of 1964, as amended.

## **2.12 Bi-Lingual (English/Spanish) Personnel and Training**

CITY's CONTRACTOR shall make every effort to recruit bi-lingual, English/Spanish personnel for driver, dispatcher, telephone operator, and supervisor positions. CITY's CONTRACTOR shall implement within 120 days after the start of the contract term, a Spanish language keyword/key-phrase training and proficiency testing program to assist all operating personnel to learn simple phrases to assist them in communicating fares and directions to Spanish-speaking transit system users. CITY's CONTRACTOR shall provide a laminated sheet of common phrases used by transit passengers in Spanish with English translations for transit vehicle operators.

### **2.13 Performance Requirement**

CITY's CONTRACTOR will be required, at all times during the terms of the agreement with the CITY, to perform all services diligently, carefully, and in a professional manner and to furnish all labor, supervision, machinery, equipment, material, and supplies necessary therefore (other than equipment supplied by the CITY), as required under the agreement.

### **2.14 Implementation Plan**

CITY's CONTRACTOR would be expected to provide a detailed Implementation Plan following award of a contract. This plan shall at the very least, address the sequence of activities and procedures that will be followed to ensure the smooth start-up of the service including, if necessary, transition from another operator. The plan should also document recruitment and training schedules, start-up plan, and acquisition of necessary equipment, permits, licenses and any other activities necessary to implement a successful Call Center operation. The implementation plan must provide for implementation of a consolidated Call Center operation on or before March 31, 2011, with no disruption to existing CITY and other member agency services.

**Exhibit "B"**

**Funding for South Placer Transportation Call Center**

**Start-up Costs and Available Funds**

<b>Capital</b>	<b>Cost</b>	<b>Available Funds</b>	<b>Source</b>
Re-model Existing office	\$250,000	\$200,000 <u>\$ 50,000</u> \$250,000	FTA CA 57-X012 Prop 1B/PTMISEA #08-01- WPCTSA match
Call Center Interim Trailer	\$ 36,000	\$ 36,000	Prop 1B/PTMISEA #09-05
<b>Operations</b>	<b>Cost</b>	<b>Available Funds</b>	<b>Source</b>
TRAPEZE Implementation	\$ 21,280	\$ 11,432 \$ 2,294 <u>\$ 7554</u> \$ 21,280	FTA NF CA -57-X043 LTF Match for FTA NF LTF
Phone system enhancements	\$ 5,000	\$ 5,000	LTF
Marketing	\$ 5,000	\$ 5,000	LTF

**Ongoing Call Center Costs and Funding**

<b>Annual Operations/1<sup>st</sup> Year</b>	<b>Cost</b>	<b>Available Funds</b>	<b>Source</b>
Staffing, ongoing TRAPEZE, Marketing	\$284,720	\$ 50,000  \$ 12,500 <u>\$ 267,652</u> \$330,152	FTA CA 90-Y773 Mobility Management Fund LTF Match for CA 90-Y773 LTF
<b>Annual Operations/2<sup>nd</sup> Year</b>	<b>Cost</b>	<b>Available Funds</b>	<b>Source</b>
Staffing, ongoing TRAPEZE, Marketing	\$298,206	\$ 50,000  \$ 12,500 <u>\$ 267,652</u> \$330,152	FTA CA 90-Y773 Mobility Management Fund LTF Match for CA 90-Y773 LTF
<b>Annual Operations/3<sup>rd</sup> Year</b>	<b>Cost</b>	<b>Available Funds</b>	<b>Source</b>
Staffing, ongoing TRAPEZE, Marketing	\$306,102	\$ 50,000  \$ 12,500 <u>\$ 267,652</u> \$330,152	FTA CA 90-Y773 Mobility Management Fund LTF Match for CA 90-Y773 LTF