

Agenda Report

May 22, 2023

TO: Honorable Mayor and City Council

FROM: Water and Power Department

SUBJECT: AUTHORIZATION TO ENTER INTO A PURCHASE ORDER CONTRACT WITH AAMCOM LLC FOR CALL CENTER SERVICES FOR THE WATER AND POWER DEPARTMENT

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed action is not a project subject to the California Environmental Quality Act ("CEQA") pursuant to Section 21065 of CEQA and Sections 15060(c)(2), 15060(c)(3), and 15378 of the State CEQA Guidelines and, as such, no environmental document pursuant to CEQA is required; and
2. Authorize the City Manager to enter into a Purchase Order ("PO") Contract, as the result of a competitive selection process, as specified by Section 4.08.047 of the Pasadena Municipal Code, with AAMCOM LLC ("AAMCOM") for Call Center Services for the Water and Power Department ("PWP") for an amount not to exceed \$125,830 or a period of four years, whichever occurs first; with two optional one-year extensions for an amount not to exceed \$33,500 for the first extension and \$35,550 for the second extension, whichever occurs first. A 10% contingency of \$19,488 is included to provide for any necessary change orders at the discretion of the City Manager for a maximum contract length of six years or a total amount not to exceed \$214,368. Competitive bidding is not required pursuant to City Charter Section 1002(F), contracts for professional or unique services.

BACKGROUND:

PWP owns, operates, and maintains a complex power and water delivery infrastructure that reliably provides electricity and water services to customers spanning a 26-square mile service area. PWP requires a company to provide call center services to support PWP's Outage Management System ("OMS") Interactive Voice Response ("IVR") system when PWP customers opt out of the IVR call tree to speak with a live representative. The OMS IVR is separate from the City of Pasadena IVR system which includes PWP billing inquiries.

The call center service will disseminate information from live calls and recorded messages; handle routine overflow calls for emergencies and disasters, and citizen requests and complaints. The call center will handle calls transferred from PWP's OMS IVR system to speak with a representative or requesting Spanish speaking assistance. The call center will be responsible for inputting water and power trouble related calls into one of two hosted web-based systems (one for water and one for power) that will assist the PWP Power Dispatchers in providing the highest level of customer support for interruptions of service, whether planned or unplanned.

On March 9, 2023, a Request for Proposals ("RFP") for Power Delivery Call Center Services for PWP was published in the Pasadena Press and Pasadena Journal. The RFP was also published on OpenGov, which generated notices to all vendors who have previously registered with the City for this commodity class. A total of 17 vendors downloaded the RFP of which one was local. Ten vendors attended a non-mandatory pre-proposal meeting on March 16, 2023. A total of two proposals were received by the proposal due date, one from a local firm.

An intradepartmental team including Power Dispatching Supervisor, PWP Senior Systems Engineer/Administrator, and Power Delivery Project Manager, reviewed the proposals in accordance with the evaluation criteria stated in the RFP:

Table I: RFP Evaluation Criteria

Scoring Criteria	Maximum Points
Proposed Solution	30
Experience	30
Cost Proposal	30
Local Pasadena Business	5
Small or Micro Business	5
Total Possible Score	100

Based on these criteria, AAMCOM received the highest evaluated score as summarized in Table II below. A scoring evaluation summary is provided in attachment A.

Table II: RFP Scoring Results

Vendor/Respondent	Company Location City and State	Evaluated Score (Out of 200)
AAMCOM LLC	Redondo Beach, CA	91.67
Trinus Corporation	Pasadena, CA	64.53

AAMCOM received the highest evaluated score as summarized in Attachment A. PWP staff recommends that the City Council authorize the City Manager to enter into a PO Contract with AAMCOM for an amount not to exceed \$214,368 or a period of six years, whichever occurs first, for call center services. The total cost includes a base contract amount of \$125,830 and two optional one-year extensions of \$33,500 and \$35,550 respectively, plus a 10% contingency of \$19,488 to cover unforeseen call volume due to emergencies.

AAMCOM was awarded one previous contract from the City of Pasadena for a total amount not to exceed \$56,633 since 2018.

COUNCIL POLICY CONSIDERATION:

The proposed contract is consistent with the Public Facilities Element of the General Plan and supports the Council's goal to improve, maintain and enhance public facilities infrastructure; to provide a high level of public service which adds to the quality of life in the City and increase its attractiveness through more efficient management of resources.

ENVIRONMENTAL ANALYSIS:

The action proposed herein is not a project subject to the California Environmental Quality Act (CEQA) in accordance with Section 21065 of CEQA and State CEQA Guidelines Sections 15060(c)(2), 15060(c)(3), and 15378. Entering into a professional services agreement for Call Center Services is an organizational and administrative action that would not cause either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. Therefore, the proposed action is not a "project" subject to CEQA, as defined in Section 21065 of CEQA and Section 15378 of the State CEQA Guidelines. Since the action is not a project subject to CEQA, no environmental document is required.

FISCAL IMPACT:

The total cost of this action will be \$214,368 over six years, which includes the base contract amount of \$125,830, two one-year optional extensions totaling \$69,050, and a 10% contingency of \$19,488. Funding for this action will be addressed by the utilization of existing and future budget appropriations in the Power Operating Fund 401, Other Contract Services account (48505810-811400). It is anticipated that \$7,000 will be spent during the current fiscal year. The remainder of the cost will be spent over the next six fiscal years.

There is no anticipated impact to other operational programs as a result of this action. The PO Contract summary is shown below in Table II.

Table II: Contract Summary

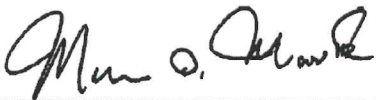
Contract Expenditures	Amount
Base Four-Year Contract Price	\$125,830
1 st Extension	\$33,500
2 nd Extension	\$35,550
Contingency Amount (10%)	\$19,488
Total Contract Not to Exceed Amount	\$214,368

Respectfully submitted,



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