

**Request for Information**  
RFI  
Maricopa Association of Governments (MAG)

Interactive Voice Response for Regional 3-1-1



Date: 10/8/2012  
RFI Number: 001

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## Confidentiality

All information included in this Request for Information (RFI) is confidential and only for the recipient knowledge. No information included in this document or in discussions connected to it may be disclosed to any other party except as required under a Freedom of Information Act (FOIA) request.

## Introduction and Purpose of the RFI

With this RFI, Maricopa Association of Governments requests information regarding your company and your products/services. The same information will also be gathered from other companies and will be used to refine the requirements and evaluate suppliers available for a potential follow up sourcing process with a RFP or RFQ.

## Scope

Specific information is requested according to the attached spreadsheet. Information from this RFI will be used to assist in determining the viability of pursuing a Regional 3-1-1 Interactive Voice Response system. If there is a decision to proceed with a system, a RFP or RFQ will be issued at a future date.

## RFI Procedure

To answer this RFI, please fill in the attached spreadsheet, provide a brief Executive Summary and a narrative of your product and its appropriateness for this situation.

The contact person listed below is available for assistance if needed.

The answers to this RFI will be evaluated by staff from different functions in Maricopa Association of Governments and its member agencies, and by a representative from the Maricopa Region 911.

### 1. How to Deliver the Answer

Send all materials electronically by email to [askidmore@azmag.gov](mailto:askidmore@azmag.gov) on or before 12:00 PM Mountain Standard Time (MST) on or before October 29, 2012.

Materials should include:

- Attached spreadsheet in Excel-format (format unchanged)
- Executive Summary in Word or PDF
- Brief narrative of your product and its appropriateness for this situation in Word or PDF
- System architecture diagram
- Any brochures or auxiliary materials that describe your offerings in Word or PDF

### 2. Contacts

For questions regarding this RFI, you are welcome to contact:

Audrey Skidmore

Information Technology Manager

[askidmore@azmag.gov](mailto:askidmore@azmag.gov).

Questions must be received on or before October 15, 2012 no later than 12:00 PM MST. Written responses will be posted to the MAG web site at [www.azmag.gov](http://www.azmag.gov) as they become available, but no later than 5:00 PM MST on October 17, 2012.

### 3. Timeframe

The timeframe for the RFI is as follows:

10/8/2012 – The RFI posted and available

10/15/2012 12:00 PM MST – Last date for questions

10/29/2012 12:00 PM MST – Last date for submission of answer to RFI

## **Background Description of Request**

### **1. Maricopa Association of Governments (MAG)**

MAG is the designated Metropolitan Planning Organization (MPO) for transportation planning for the metropolitan Phoenix area. MAG is also the designated Air Quality Planning Agency for the region. MAG is charged with developing regional policies and plans in areas such as transportation, air quality, water quality, solid waste, and human services. MAG is also the distributing agency for millions of dollars in federal funds for many important transportation, environmental, and human services programs. The MAG membership consists of the twenty-five (25) incorporated cities and towns within Maricopa County and the contiguous urbanized area, the Gila River Indian Community, the Salt River Pima-Maricopa Indian Community, Fort McDowell Yavapai Nation, Maricopa County, the Arizona Department of Transportation (ADOT), and the Citizens Transportation Oversight Committee (CTOC). ADOT and CTOC serve as ex-officio members for transportation-related issues.

MAG provides a regional planning and decision making framework for local elected officials, and is governed by a Regional Council composed of one elected official from each member government. Key programs include planning for highways, roadways, transit, human services, population forecasting, air quality and water quality.

The 3-1-1 Business Plan Committee was formed by the MAG Management Committee on July 13, 2011 to evaluate the possible regional implementation of a 3-1-1 customer contact phone number for the MAG Region as a means for improving citizen access to and efficient delivery of non-emergency municipal services.

The current model under consideration would involve distributed 3-1-1 answering points accessible through a common number. Callers would be initially greeted by an Interactive Voice Response (IVR) system that would request the identify of the agency with which the caller desires to be connected. Calls would be forwarded appropriately and each agency would handle the calls as they deem appropriate.

The 3-1-1 Business Plan Committee is currently focused on evaluating the implementation of a regional IVR system to direct calls to the appropriate agency.

More information can be found on [www.azmag.gov](http://www.azmag.gov).

### **2. Context in which the Product or Service will be Used**

The Maricopa Association of Governments is evaluating the list cost and availability of IVR systems for the purpose of directing calls from a regionally active 3-1-1 number to MAG member agencies that choose to opt into the system. The system will be used to direct dialed calls to 3-1-1, from within Maricopa County borders, to the appropriate agency after the caller has responded to a voice prompt. The system would be used initially in a pilot program and, if successful, would gradually expand to include additional interested agencies.

### **3. Statement of Need**

The individual goals of the 3-1-1 routing solution are summarized below, but the overriding objective is citizen satisfaction.

- Efficient and accurate routing of calls – The primary concern is getting the public to the correct agency as often and as quickly as possible.
- Reliable service – The system needs to be available and operate correctly for citizens to realize any value.
- Flexibility – The system needs to be able to respond to changing conditions and agency requirements.
- Accountability – The system needs to be able to provide reports to allow users to verify that performance targets are being met and to allow accurate accounting for potential cost sharing models.
- Expandability – The system needs to be able to expand to suit the needs of current and future potential partners.
- Scalability – The system would likely begin as a pilot and then expand. The 3-1-1 Business Plan Committee needs to fully understand the initial investment with the goal of flattening capital costs.

#### 4. Requirements

Both hosted and on-premises solutions will be considered. The attached spreadsheet details the required and preferred system attributes. Maricopa County is the home of over 3.8 million citizens and based on this population, the core system should be able to handle 1.27 million calls a year if all MAG agencies opt in to the system. MAG also anticipates growth of 10% per year, ongoing. The system must be available 24x7 and supply three 9s of availability. MAG also requires an industry standard platform and operating system. The system must be scalable from the initial pilot to a full implementation. The vendor would not be required to provide routing of the 3-1-1 number to the IVR's 10-digit number. The vendor will also not be required to provide a Customer Relationship Management system.

#### 5. Qualifications

Qualified vendors will be able to provide all of the required functionality in the attached spreadsheet and provide list pricing for all items. Estimates should include line costs where appropriate. Vendors should also indicate cost break points to help MAG determine the scalability of the offering.