

**GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT**

**RESOLUTION NO. 2011-086**

**AUTHORIZE EXECUTION OF A SERVICES AGREEMENT  
WITH ONTIRA COMMUNICATIONS, INC.,  
RELATIVE TO REQUEST FOR PROPOSALS NO. 2012-D-1,  
CUSTOMER COMMUNICATION SERVICES PLATFORM  
UTILIZING INTERACTIVE VOICE TECHNOLOGY**

October 14, 2011

**WHEREAS**, the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District), by Resolution No. 2009-090 at its Special Meeting of October 30, 2009, approved the *FY 09/10 Financial Plan for Achieving Long-Term Financial Stability (Plan)*, which set forth specific initiatives that, once implemented, will help restore the District to stable financial footing; and,

**WHEREAS**, Initiative No. 2, *Further Reliance on Automated Information for Transit Customers*, was set forth in Phase I of the *Plan*; and,

**WHEREAS**, the Board, by Resolution No. 2011-037 at its meeting of April 22, 2011, approved reorganization of the Customer Service Center (CSC), including implementation of an automated telephone processing system; and,

**WHEREAS**, on June 22, 2011, the District advertised Request for Proposals No. 2012-D-1, *Customer Communication Services Platform Utilizing Interactive Voice Technology* and three proposals were received by the due date of July 19, 2011, from American Telesource, Inc.; LogicTree Corporation; and, Ontira Communication, Inc., a Division of TranSched Systems LLC; and,

**WHEREAS**, a Selection Committee reviewed and evaluated the proposals, ranked the companies and determined that Ontira Communications, Inc., a Division of TranSched Systems LLC (Ontira), was the highest-ranked company and was best qualified to provide the necessary services at a fair and reasonable price; and,

**WHEREAS**, the Disadvantaged Business Enterprise (DBE) Program Administrator has determined that Ontira has complied with the DBE requirements applicable to this Agreement and that, no DBE participation is anticipated during the performance of these services; and,

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**WHEREAS**, the Transportation Committee/Committee of the Whole, at its meeting of October 13, 2011, has so recommended; now, therefore, be it

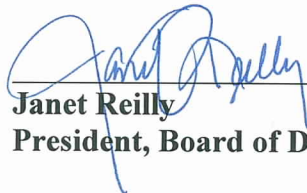
**RESOLVED** that the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District) hereby authorizes execution of a Services Agreement with Ontira Communication, Inc., Toronto, ON, Canada, relative to Request for Proposals No. 2012-D-1, *Customer Communication Services Platform Utilizing Interactive Voice Technology*, in the amount of \$84,600.00, plus a monthly maintenance and operating cost of \$4,983.00 (\$59,796.00 annually), for a three-year base term, to provide a customer communication services platform utilizing interactive voice recognition, including modules for interactive voice recognition assistance at the District's main telephone numbers, and automated bus operator assignment information; and, be it further


**RESOLVED** that the Board hereby authorizes the General Manager to exercise two one-year options to the three-year base term, if in the District's best interests, in the not-to-exceed amount of \$67,236.00 per year; and, be it further

**RESOLVED** that requisite funds are available in the FY 11/12 District Division Capital Budget and that future years will be budgeted accordingly.

**ADOPTED** this 14<sup>th</sup> day of October 2011, by the following vote of the Board of Directors:

**AYES (16):** Directors Arnold, Boro, Campos, Chu, Cochran, Mar, Moylan, Pahre, Renée, Snyder, Sobel, Stroeh and Theriault; Second Vice President Grosboll; First Vice President Eddie; President Reilly  
**NOES (0):** None  
**ABSENT (3):** Directors Brown, Elsbernd and Rabbitt

  
\_\_\_\_\_  
**Janet Reilly**  
**President, Board of Directors**

**ATTEST:**   
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**Janet S. Tarantino**  
**Secretary of the District**