

REQUEST FOR PROPOSAL FOR CALL CENTER SERVICES

SECTION I

Introduction

Family Central, Inc. (FCI) invites qualified call centers to submit proposals for providing call center services for the Voluntary Prekindergarten (VPK) hotline. Callers will be parents/guardians of children in Broward County who have questions about the VPK process, such as who is eligible, where to go, when to register, and what documentation do I need to bring with me.

Written proposals using the format described herein must be received by 12 Noon on Friday, October 8, 2010, at Family Central's office, 840 SW 81st Ave, North Lauderdale, FL 33068 in order to be considered.

1. Family Central, Inc.

Founded in 1971 as the Early Childhood Development Association, the organization originally provided affordable quality child care for low-income families. Starting with just a few child care centers, Family Central has grown into a nationally COA accredited organization that provides administrative supervisory, technical assistance and training to over 550 child care facilities in Broward, Miami-Dade and Palm Beach Counties.

Family Central is a comprehensive, not-for-profit family support organization offering specialized services and programs to help give South Florida children a competitive start in life. Our programs are directed primarily toward economically disadvantaged families living in Broward, Palm Beach and Miami-Dade Counties. Family Central serves over 100,000 South Florida children and families annually.

Family Central is charged with the responsibility for administering the Voluntary Prekindergarten ("VPK") program for Broward County, Florida under Family Central's contract with the Early Learning Coalition of Broward County, Inc. The VPK program prepares children to succeed in school. There is a large volume of calls for information regarding the VPK program. It is the desire of Family Central to contract with a third party to provide call center services so that these requests for information will be answered by a live person who has the information that will enable parents/guardians to register and subsequently enroll their children into a VPK program, if eligible.

2. Statement of Purpose

The objective of this Request for Proposal ("RFP") is to identify a call center that can provide the required quality service at a reasonable cost to FCI. The intent of the RFP is to select one call center to provide call center services related to the VPK program.

3. Conflict Of Interest

All Applicants must disclose in their cover letter the name of any officer, director, or agent who is also an employee of FCI. All Applicants must disclose the name of any FCI employee who owns, directly or indirectly, other than as a holder of less than 5% of publicly traded securities, any interest in the Applicants' business or any of its branches. All respondents must disclose any business relationships with any officer or director of FCI.

4. Submission Instructions

Number of Copies Required

1. One (1) Original version of the Response with original signature of an official of the Proposer who is authorized to bind the Proposer to its Response. (Clearly marked as "Original").

2. Three (3) copies of the Response.

Response Due Date

Proposals must be received by 12 Noon on Friday, October 8, 2010, at **Family Central's office**, 840 SW 81st Ave, North Lauderdale, FL 33068 in order to be considered.

Sealed Proposals

Family Central cautions Proposers to assure actual delivery of Proposals either hand delivered or mailed via U.S mail or overnight courier, directly to the office of Family Central no later than the deadline set for submission of the Proposals. Proposals and modifications to Proposals received after the time and date specified herein for Proposal submission will not be considered. Submissions by email or facsimile will not be accepted.

1. Sealed packages to be delivered shall be clearly marked on the outside of the package with the Proposer's Name and address and the title" RFP for Call Center Services for the Voluntary Prekindergarten program".
2. Submitted hardcopies contained within the sealed packages shall be clearly marked with the Proposer's Name and address and the title" RFP for Call Center Services for the Voluntary Prekindergarten program".

TIMELINE

ACTIVITY	TARGET DATE	TIME	ADDRESS
Release of RFP (Advertised/Available)	Thursday, August 26, 2010	9:00 a.m. EST	Family Central, Inc. 840 S.W. 81 st Ave. North Lauderdale, FL 33068
Notice of Intent to Submit a Proposal: Fax or email Appendix A	Friday, September 3, 2010	2:00 p.m. EST	<u>Fax to 954-724-3928 or email cwasserman@familycentral.org</u>
Written Questions must be submitted by fax, letter or e-mail to Carol Wasserman	By Friday, September 10, 2010	12:00 p.m. EST	Family Central, Inc. 840 S.W. 81 st Ave. North Lauderdale, FL 33068 Fax- 954-724-3928 or email- cwasserman@familycentral.org
Responses posted on the Family Central website - www.familycentral.org	All responses will be posted no later than Friday, September 17, 2010	4:00 p.m. EST	Family Central, Inc. 840 S.W. 81 st Ave. North Lauderdale, FL 33068
Replies Due/Opening: hand delivery, U.S. mail or overnight courier	Friday, October 8, 2010	12:00 p.m. EST	Family Central, Inc. 840 S.W. 81 st Ave. North Lauderdale, FL 33068
Proposal evaluation and Interviews, if applicable	October 8 -11, 2010	TBD	Family Central, Inc. 840 S.W. 81 st Ave. North Lauderdale, FL 33068
Approval and Contract Award	October 11 – 15, 2010	TBD	Family Central, Inc. 840 S.W. 81 st Ave. North Lauderdale, FL 33068
Contract Start Date	Monday, November 1, 2010	8 a.m. EST	

**These dates and locations are subject to change. Proposers will be notified of any changes made to the schedule of events. Notifications of changes will be posted at Family Central's website: www.familycentral.org.*

5. Contact Person

Contact Person/Contract Administrator

Contact Person: This RFP has been issued by Family Central, Inc. The contact person listed below is the sole point of contact for this RFP. The contact person for this RFP is:

Dr. Carol Wasserman
Family Central, Inc.
840 S.W. 81st Avenue
North Lauderdale, FL 33068
Fax: (954) 724-3928
Email: cwasserman@familycentral.org

Entities requesting a copy of the RFP may pick up a copy at 840 SW 81st Avenue, North Lauderdale, FL 33068 or may download the document as a PDF file on Family Central's website: www.familycentral.org.

6. Right to Reject Proposals and Waive Non-Material Irregularities

FCI reserves the right to accept or reject any or all proposals, waive any non-material irregularities and technicalities and may, at its sole discretion, request a clarification or other information to evaluate any or all proposals. FCI reserves the right, before awarding the contract, to require Applicant(s) to submit evidence of qualifications or any other information FCI may deem necessary.

SECTION II

SCOPE OF SERVICES

1. Statement of Work and Services Desired

This is an invitation to prepare a proposal that may result in a contract with Family Central to provide call center for services to all callers to the VPK Hotline.

The successful Proposer shall provide call center services to all callers to the VPK Hotline by answering calls live and disseminating thorough and accurate information regarding the VPK eligibility and child registration process to the callers. The successful proposer shall provide excellent customer service, have systems in place to notify Family Central of calls that require follow-up, and be able to generate a variety of data reports.

The following are to be included as **Required Deliverables** in this proposal:

- a. Inbound Contact Center Services-Information Hotline/Lead generation in English, French, and Spanish available 8 a.m. – 6 p.m. / 6 days a week.
- b. Toll Free Usage (800 number).
- c. Call center will work with FCI staff on project setup. FCI will provide a script for the call center staff.
- d. Call center operators will answer parent/guardian questions regarding the VPK process in a friendly, knowledgeable manner.
- e. Call center will communicate regularly with FCI VPK staff to ensure the most up-to-date information is available for clients and will update their information systems and screens and train operators on a timely basis.
- f. Call center must be able to fluctuate between somewhat unpredictable large and small volume of calls.
- g. All calls must be answered live with no calls placed on hold. See Appendix B for the data related to call volume for the past three fiscal years.
- h. Live reports must be accessible which include the Call Status Reports on a daily basis
 - 1) Call Statistics Detail and Summary Reports which includes information on (reports can be broken down by current day, specific day, or date range):
 - a. Statistics
 - b. End of Call Disposition
 - c. Call Counts (daily, weekly, monthly and annual)
 - d. Reason for call (Call Disposition)
 - e. Duration of All Calls in Call Disposition by category
 - f. Average Call Duration for Category in Call Disposition
 - g. Grand Totals for all above information
 - 2) Statistics w/interval filter reports- can be sorted also by city, date or date and city together.

- 3) Sending calls with questions (elevated calls) to a specified email address allowing FCI to pick up those calls requiring follow-up.
- 4) Report with detailed information on Escalated Calls

Training to Call Center Staff by Family Central

For the following items, FCI will train the contracted Call Center staff on the following required elements:

- a. Obtain the following information from caller:
 - Child's birth date.
 - If the child's birth date does not qualify the child, inform the parent/guardian and give him/her the Resource and Referral number at FCI if they need help finding child care.
 - Determine where the caller lives so that the call center staff can locate and send caller to the closest Community Registration site.
- b. Give registration information as follows:
 - Tell caller about VPK
 - Tell caller what they need to bring to the Community Registration Site
 - Give caller site information and directions

Call Center receives monthly calendars from Family Central with Community Registration site locations and directions to the sites

2. EVALUATION

The costs associated with the call center services are a significant element. However, it is not the single determining factor behind the selection of a call center. In addition to the costs proposed, each proposal will also be evaluated on the track record and demonstrated ability of the applicant to provide quality call center services to parents/guardians and being responsive to each item detailed in Section II, Number 1 - Statement of Work and Services Desired.

Family Central knows there are differences between service companies. Family Central requires each proposal to contain sections describing:

1. What is the Proposer's approach to performing the required tasks?
2. How will the Proposer ensure that all calls are answered live by multi-lingual staff due to the fluctuation in volume of calls throughout the year?
3. What differentiates the proposer from other proposers?

4. What is Family Central's cost for securing the Proposer's call center services? The criteria for determining cost must also be provided i.e. monthly charges, per minute cost, etc....

RFP Process:

1. Family Central will determine which proposer will provide call center services for the VPK program.
2. Family Central will use all of the measures in awarding the service contract for the call center services it believes will best service for current and future needs, advance the interests of Family Central, and provide quality services to callers to the VPK Hotline.
3. All questions, responses and requests for information related to this RFP will be shared with all participants.

We will only review proposals from companies that can service all of the call center needs delineated in this RFP for the VPK program. Please only reply to this request if you can service all the needs identified in Section II, Number 1 - Statement of Work and Services Desired.

Evaluation Process and Criteria

A rating committee will evaluate the proposals and select the best option for FCI. The committee will review the proposals received in accordance with the evaluation criteria listed below. They may also ask additional questions to clarify the proposal submitted.

After the committee has selected the successful Applicant, contract negotiations may begin. If contract agreement cannot be reached with the selected Applicant, FCI shall negotiate with their next selection until agreement is reached. At any time during the negotiations, FCI may choose to modify the choice of a selected Applicant if the committee determines that such a change is in the best interest of FCI.

FCI reserves the right to reject any or all proposals submitted. FCI further reserves the right before recommending any award to inspect the facilities, organization, and financial condition or take any other action necessary to determine the ability to perform in accordance with specifications, terms and conditions.

The evaluation will be based on the following criteria:

Evaluation Criteria

	Description of Service	Points
a.	Cost of Services	0-40
b.	Ability to provide the type, quantity and quality of services requested within this RFP.	0-40
c.	Ability to ensure that all calls are answered live by multi-lingual staff due to the flux in volume of calls throughout the year.	0-20
	Maximum Points	100

3. Length of Contract Period

The contract term is anticipated to begin **November 1, 2010** and end **June 30, 2011**. The prospective contract is renewable for two (2) additional years (for periods of 12 months beginning July 1 of each year) if mutually agreed upon by both parties and funding is available.

Cancellation Of Award/Termination In the event any of the provisions of this proposal are violated by the Call Center, the President/CEO, or designee will give written notice to the Call Center stating the deficiencies and unless the deficiencies are corrected within ten (10) days, recommendation will be made to the Board for immediate cancellation. Upon cancellation hereunder, FCI may pursue any and all legal remedies as provided herein and by law.

FCI reserves the right to terminate any contract resulting from this RFP, at any time and for any reason, upon giving 30 days prior written notice to the other party. If said contract should be terminated without cause as provided herein, FCI will be relieved of all obligations under said contract. FCI will only be required to pay to the Call Center that amount of the contract actually performed to the date of termination. Access to any and all account information will be provided to FCI after the Termination of the contract.

The Call Center will have the option to terminate the contract without cause upon written notice to the President/CEO. Such written notice must be received at least 30 days prior to the effective date of termination. Cancellation of contract by provider may result in removal from bidders/Applicants list for a period of ten years.

- a. Default In the event that the awarded Applicant(s) should breach this contract FCI reserves the right to seek remedies in law and/or in equity. Default will result in removal from the bidders/Applicants list for a period of ten years.

SECTION III - TERMS, CONDITIONS AND OTHER REQUIREMENTS

1. Federal And State Tax

FCI is exempt from federal and state taxes for tangible personal property, sales taxes, and intangible taxes. A copy of the agency's exemption certificate will be provided to the successful Applicant(s). Applicant(s) doing business with FCI will not be exempted from paying sales tax to their suppliers for materials to fulfill contractual obligations with the FCI, nor will any Applicant be authorized to use FCI's Tax Exemption Number in securing such materials.

2. Legal Requirements

It shall be the responsibility of the Applicant to be knowledgeable of all federal, state, county and local laws, ordinances, rules and regulations that in any manner affect the items covered herein which may apply. Lack of knowledge by the Applicant(s) will in no way be a cause for relief from responsibility.

Applicants(s) doing business with FCI are prohibited from discriminating against any employee, applicant, or client because of race, creed, color, national origin, gender, sexual orientation, or age with regard to but not limited to the following: employment practices, rates of pay or other compensation methods, and training selection.

3. Agreement

A contract will be negotiated after the award for any services to be performed as a result of this RFP. The RFP, the proposal, and the resulting contract will constitute the complete agreement between the Applicant and FCI.

4. Certification Affidavit

Each proposer is required to submit a letter of certification on Company letterhead to be signed by an authorized official. The letter should state that the proposer can provide the service FCI requires, that specific attachments have been included, that the required additional documentation will be forwarded within 24 hours if selected. See the example of the Letter of Certification on page 9.

CERTIFICATION AFFIDAVIT

DIRECTIONS: BY ATTESTING TO THIS FORM, THE PROVIDER AGREES TO COMPLY WITH ALL SECTIONS (ONE THROUGH FIVE) ON SWORN AFFIDAVIT. THIS FORM MUST BE SIGNED IN THE PRESENCE OF A NOTARY PUBLIC.

1. APPLICATION ACCURACY

I do hereby certify that all facts, figures, and representations made in the proposal are true and correct. The filing of this proposal has been authorized by the contracting entity and I have been duly authorized to act as the representative of the organization in connection with this proposal. I also agree to follow all Terms, Conditions, and applicable federal and state statutes.

2. CONFLICT OF INTEREST

Applicants are hereby advised, and agree to comply with FCI's adopted conflict of interest regulations:

All Applicants must disclose the name of any officer, director or agency who is also an employee of FCI. All Applicants must disclose the name of any FCI employee who owns, directly or indirectly, any interest in the Applicants' business or any of its branches. All Applicants must disclose any business relationships with any officer or director of FCI. Such disclosure must be submitted as a cover letter included with the Application, addressed to the FCI Board Chair, no later than the proposal deadline.

3. AGENCY CERTIFICATION

I, the undersigned Applicant, hereby attest that the following policies, procedures, regulations, and documentation are in effect and agree to provide copies of the following within three (3) working days of notification of intent to contract or contract award:

- a. Affirmative Action Policy and Equal Employment Opportunity Policy
- b. Certified Minority Business Enterprise (if applicable)
- c. Community Disadvantaged Business Enterprise Policy (if applicable, additional information on the Broward County CDBE Program can be obtained by contacting the Broward County Small Business Development Division at 954-357-6400)
- d. Americans with Disabilities Act Policy
- e. Drug Free Workplace Policy

4. PUBLIC ENTITY CRIME AFFIDAVIT

- a. I understand that a "public entity crime as defined in Paragraph 287.1 33(1)(g), Florida Statutes means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or

political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

- b. I understand that “convicted” or “conviction” as defined in Paragraph 287.1 33(1)(b), Florida Statutes means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.
- c. I understand that an “affiliate” as defined in Paragraph 287.1C3(a)(a), Florida Statutes means:
- o A predecessor or successor of a person convicted of a public entity crime; or
 - o An entity under the control of any natural person who is active in the management of the entity and who has been convicted of public entity crime. The term “affiliate” includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of affiliate.
- The ownership by one person of shares constituting a controlling interest in another person, or pooling of equipment of income among persons when not for fair market value under an arm’s length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
- d. I understand that a “person” as defined in Paragraph 287.1330) (e), Florida Statutes means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bids on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term “person” includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
- e. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies).
- o Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.
 - o The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members, or agents who are active in management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989, AND (Please indicate which additional statement applies.)
 - o There has been proceeding concerning the conviction before a hearing officer of the state of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. (Please attach a copy of the final order).

- The person or affiliate was placed on the convicted vendor list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order).
- The person or affiliate has not been placed on the convicted vendor list. (Please describe any action taken by or pending with the Department of General Services).

ORGANIZATION'S NAME AND ADDRESS:

NOTE: AS EVIDENCED BY MY SIGNATURE BELOW, I UNDERSTAND AND WILL COMPLY WITH ALL TERMS AND CONDITIONS STATED HEREIN:

_____	_____
Type Authorized Official's Name	Authorized Official's Title
_____	_____
Authorized Official's Signature	Date

FEDERAL EMPLOYER IDENTIFICATION NUMBER _____

FOR NOTARY PUBLIC (OFFICIAL USE ONLY)

STATE OF _____ COUNTY OF _____
 PERSONALLY APPEARED BEFORE ME, the undersigned authority,
 _____ who, after first being sworn by me, affixed his/her
 _____ (name of individual signing) signature in the space provided above
 on the day of _____, 2____.
 _____ NOTARY PUBLIC

My commission expires:

APPENDIX A
NOTICE OF INTENT TO SUBMIT A PROPOSAL

Title of Proposal

Proposer Name

Component Applied For

Proposer Contact Person

Title

Proposer Address

Telephone

Fax

Email

Name of Proposer's Project Director (if known)

Appendix B

Client Volume for the VPK program

There are an unlimited number of clients to be served. The charts below show the data related to total calls, the call time, and average call time per month for the past three fiscal years.

Month	Total Calls	Total Call Times	Average Call Times
July 07	2,445	7,227:54	2:57
August 07	3,375	10,092:48	2:59
September 07	1,116	3,478:42	3:07
October 07	965	2,653:18	2:45
November 07	717	1,926:12	2:41
December 07	638	1,736:48	2:43
January 08	1,117	2,950:00	2:38
February 08	2,186	6,508:36	2:59
March 08	4,242	13,688:30	3:14
April 08	2,712	8,401:30	3:06
May 08	2,545	8,240:24	3:14
June 08	2,328	7,019:48	3:01
07/07-06/08 Totals	24,335	73,766:36	3:02

Month	Total Calls	Total Call Times	Average Call Times
July 08	2,498	7,091:48	2:50
August 08	3,618	9,728:54	2:41
September 08	1,547	3,909:30	2:32
October 08	1,048	2,552:24	2:26
November 08	660	1,814:18	2:45
December 08	802	1,976:18	2:28
January 09	1,710	4,221:18	2:28
February 09	1,731	5,102:42	2:57
March 09	3,527	12,141:18	3:27
April 09	2,021	5,903:36	2:55
May 09	2,113	6,274:36	2:58
June 09	2,379	6,522:18	2:58
07/08-06/09 Totals	23,654	67,236.60	2:50

Month	Total Calls	Total Call Times	Average Call Times
July 09	2,023	5,327:54	2:38
August 09	2,598	6,384:48	2:27
September 09	1,356	3,104:18	2:17
October 09	813	1,967:36	2:25
November 09	678	1,686:42	2:29
December 09	575	1,455:36	2:32
January 10	1,423	3,923:12	2:45
February 10	1849	5,406:48	2:55
March 10	2,659	8,002:36	3:01
April 10	1,891	5,122:42	2:43
May 10	1,617	4815:42	2:59
June 10	1,900	5,305:00	2:48
07/09-06/10 Totals	19,382	52,502:54	2:43