

Staff Summary Report

Council Meeting Date: 1/05/2012

Agenda Item Number: 5B3

SUBJECT: Request approval to increase the contract amount with RSI Enterprises, Inc., to provide telemarketing services to support the City's new Service Line Protection Program (SLIPP).

DOCUMENT NAME: 20120105fsmg04 PURCHASES (1004-01)

COMMENTS: If approved as recommended, the contract will increase by \$25,000 from \$50,000 to \$75,000.

PREPARED BY: Michael Greene, C.P.M., Central Services Administrator, 480-350-8516

REVIEWED BY: Jerry Hart, CPA, Deputy Finance and Technology Director – Finance, 480-350-8505
Don Bessler, Public Works Director, 480-350-8205
Wendy Springborn, Engineering Services Manager, 480-350-8520

LEGAL REVIEW BY: Dave Park, Assistant City Attorney, 480-350-8907

DEPARTMENT APPROVAL: Ken Jones, Finance and Technology Director, 480-350-8504

FISCAL NOTE: (11-181-01) Sufficient funds have been appropriated in cost center 3290 (General Fund) for the anticipated expenditures in the current fiscal year.

RECOMMENDATION: Approve the increase to the contract value.

ADDITIONAL INFO: On August 18, 2011, City Council awarded a one-year contract to RSI Enterprises, Inc. for telemarketing services to support the City's Service Line Protection Program. The initial contract value was established at \$50,000. Additional telemarketing services can be authorized at the established hourly rate of \$29.00 per calling agent. RSI has successfully completed the initial scope of services that provided for telephone marketing to approximately 25,000 single family residences. The initial telemarketing effort was responsible for securing 47% of the 1,600 currently enrolled residences. Due to effectiveness of this initial campaign, staff is recommending that additional telemarketing be initiated to targeted Tempe zip codes and newly established single family residents.