

**Washington Metropolitan Area Transportation Authority
Board Action/Information Summary**

<input checked="" type="checkbox"/> Action <input type="checkbox"/> Information	MEAD Number: 99949	Resolution: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
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PURPOSE

To request approval from the Board of Directors for additional contract authority on the SmarTrip® Regional Customer Service Center (RCSC) contract for enhanced customer service levels.

DESCRIPTION

Over the course of the past several months, the RCSC has experienced an increasing growth in customer call volumes, and numbers of transactions conducted for card and account management functions. Annual call volumes increased by 60,000 between 2006 and 2007; the pace in 2008 is higher as call volume has ranged from 1,500 to 2,000 calls per day immediately following the January 2008 fare increase.

Although the center is highly automated with an IVR-based system, customers still desire to engage with a human on the phone line. Sales of SmarTrip® cards have increased from an average of 8,000 per month at contract award to 55,000 per month, which continues today at this rate.

FUNDING IMPACT

Budget: Operating and Capital Budgets, Fiscal 2008
Office: Finance
Account: Operating - Services Other – SmarTrip®
Capital - Regional SmarTrip® System
This Action: \$1,500,000

	2008 <u>Operating</u>	Multi-year <u>Capital</u>
Budget:	\$2,000,000	\$49,858,000
Current Contract Authority:	1,500,000	48,858,000
Increase Contract Authority:	<u>500,000</u>	<u>1,000,000</u>
New Contract Authority:	\$2,000,000	\$49,858,000

Remarks: This action seeks an increase in contract authority using approved budgeted funds in the operating and capital budgets for this program. Capital funding cite represents total development and initial operations for SmarTrip® program, including work by ERG and Cubic.

RECOMMENDATION

That the Board of Directors approve this action for additional contract authority on the SmarTrip® Regional Customer Service Center (RCSC) contract for enhanced customer service levels.