



Fulton County, GA

# Department of Purchasing & Contract Compliance

*Cecil S. Moore, CPPO, CPPB, CPSM, C.P.M., A.P.P*  
Director

September 22, 2010

**Re: 10RFP75504YB-BR  
IVR and IWR for Real Estate/Solid Waste Billing and Motor Vehicle IVR  
Services**

Dear bidders:

Attached is one (1) copy of Addendum 1, hereby made a part of the above referenced proposal (RFP).

Except as provided herein, all terms and conditions in the proposal referenced above remain unchanged and in full force and effect.

Sincerely,

Brian Richmond  
Assistant Purchasing Agent

Winner 2000 - 2009 Achievement of Excellence in  
Procurement Award • National Purchasing Institute



**10RFP75504YB-BR IVR and IWR for Real Estate/Solid Waste Billing and Motor  
Vehicle IVR Services  
Addendum No. 1  
Page Two**

This Addendum forms a part of the contract documents and makes changes in the specifications of the RFP:

**The due date has been extended to Tuesday, December 21, 2010.**

Please add the following sixteen (16) pages to the proposal specifications:

## SECTION 14

### 14.0 APPENDICES

#### APPENDIX A – Fulton County IVR and Telephony Standards defined

Fulton County utilizes a Cisco VOIP system. Interfaces with the Fulton County phone system must access Cisco phone models 7911G, 7961G, and 7962G.

#### APPENDIX B – Fulton County Network Standards defined

Fulton County desires to be provided with a complete, end-to-end, turnkey solution including all hardware necessary for the solution. Vendor must include a complete itemized hardware recommendation. Vendor's hardware specifications must conform to the County hardware standards specified in this section. The goal is to have a high-performance system rather than an economical one.

Servers, desktops, laptops and tablet PCs shall not require administrator rights to operate.

The County standard prohibits providing administrator or root privileges to servers for executing any software in the production environment.

The County Standards for server operating systems are:

- o Red Hat/Oracle Enterprise Linux 5
- o Windows Server 2008 (64-bit compatibility)

The County standards for the desktop environment are:

- o Microsoft Vista/Windows XP/ Windows 7 (proposed system must support all)
- o Microsoft Office 2003/2007 (proposed system must support both)
- o Microsoft Outlook
- o Microsoft Visio
- o Internet Explorer 7.0 and higher (response must support both versions of Internet Explorer)
- o ESRI ArcGIS version 9.2 and higher

The County GIS standards for the server environment are:

- o ArcIMS 9.2 and higher
- o ArcSDE 9.2 and higher

The County standards for ad-hoc reporting are:

- o Oracle© Discoverer
- o Crystal Reports

- o MS SQL Server 2000 Reporting Services
- o Business Objects Xi

The County standards for database management system are:

- o Oracle 10G and higher ©
- o SQL Server 2008 and higher

The County standards for network protocols communicating externally are:

- o Port 7070
- o Any other ports must be approved by Fulton County Network Security

The County standards for network communication are:

- o Ethernet
- o Wireless 802.11g
- o Wireless Cellular Broadband

The County standard for Telephony System is Cisco Call Manager v4.2.

The County standards for external streaming are:

- o Must be hosted externally
- o The current County external host vendor is Earthchannel
  - Costs to provide one 24 hour channel and VOD demand access for all necessary channels and additional storage must be included in the proposal.

## **APPENDIX C – Fulton County Web Standards defined**

### **I. Public Website Image Guidelines**

- Use a clear, succinct title for images.
- Crop the image to highlight the relevant subject.
- Try not to use color alone to convey information, as it is inaccessible in many situations. Remember, sometimes web pages are printed on a black and white printer. Also remember that not everyone has a color monitor.
- Use JPG format for photographic images and screenshots;
- GIF or PNG formats for logos, icons, and illustrations.
- Add a good alternative text for images.
- In general, an image should only be used when it enhances the content with which it occupies.
- Remember that many people may be using Smart Phones to get their web content, and images can slow the user and / or make the page inaccessible.

### **Uploading images**

There are many legal, moral and ethical issues regarding the use of images on a

website. Use caution when choosing an image to upload so that you do not violate a law or County policy.

Before an image is uploaded, make sure that either:

- You own the rights to the image (usually meaning that you created the image yourself).
- You can prove you have purchased the image and usage rights.
- You can prove that the copyright holder has licensed the image under an acceptable free license.
- You can prove that the image is in the public domain.
- You believe, and state, a fair use rationale for the specific use of the image that you intend.

Also, there are industry best practices for optimizing images for web use. (For further reading, see <http://www.webreference.com/dev/graphics/> or <http://www.websiteoptimization.com/speed/12/> )

**Caution! Never post photographs of children without the expressed written consent of a parent or guardian.**

### **Image Size**

Image size will vary depending on the contents of the image, page width constraints, and the content of the page. Images should enhance the user's experience and compliment the content with which it occupies. By default, images file size is limited to 500K, but exceptions may be made in unique situations.

### **Image Format**

The acceptable image formats are

- .JPG (for photographic images and screenshots)
- .GIF and .PNG (for logos, icons, and illustrations)

### **Image File and Folder names**

All images must be placed in the proper images folder. Image names are descriptive, no more than 30 characters and do not contain spaces.

Acceptable file name examples are:

- MyImageName.jpg
- my\_file\_name.jpg

### **Alternative Text**

Every image must contain a descriptive title in the Alternate Text field of the image properties dialog box. By default, the current Joomla content editor automatically populates this field with the image name. However, one may need to add more descriptive text to the alt field. Some browsers do not display images which make a descriptive comment about the image essential.

## **II. Public Website File Guidelines**

### **Folder and File Names**

All files must be placed in a designated folder. You will be provided a pre-determined folder to upload files. Within your designated folder, you may create new folders. File and Folder names will be descriptive, no more than 30 characters and must not contain spaces.

Acceptable file name examples are:

- MyImageName.pdf
- my\_file\_name.pdf

Acceptable folder name examples are:

- FolderName
- folder\_name

### **File Format**

The acceptable file formats are:

- .PDF

### **File Size**

Files should be no more than 32MB. This limit is directly related to the server maximum file size parameter.

### **Other file types**

Other file types are beyond the scope of this Guideline document. Other file types, applications, online services, scripting and other types of content not mentioned here should be coordinated through the PAO and the Web Team.

Streaming Content is discouraged due to bandwidth requirements, but if necessary should be coordinated with the Web Team to be hosted on the streaming server.

Files for pick-up (secure ftp) should be coordinated through the Web Team for hosting on the SFTP Server.

## **III. Public Website Content Guidelines**

### **Structure and Substance**

Before adding content, please consider the audience that will be viewing it and ask these questions:

- Who is going to read this?
- What will they want or need to know?
- What problems are they looking to solve?
- How will this page help them accomplish the above?
- If you are unsure how to properly word a thought, work with your PAO to craft the language.

Web users are accustomed to pointing and clicking. Avoid long scrolling pages and too much information. Also remember that many people may be using a Smart Phone (blackberry, etc.) to view the content, and shorter pages work better with these devices.

The goal is to limit the verbiage into short concise paragraphs.

- Be brief! Limit your paragraphs to just a few sentences. Try your best to complete your thoughts in as few words as possible.
- If you must use jargon, acronyms, and abbreviations, be sure to provide the complete words or meanings on the same page. Don't assume your audience knows the shortcut.
- Avoid using slang and profane language.

#### **Quality Assurance**

Always spell check your work before publishing.

Always proofread your work before publishing. It is often helpful to have someone other than you review your work before publishing. You may find errors that you have overlooked from being too familiar with the work.

Make sure your links are valid and working.

Make sure your pages have the correct metadata (keyword tagging).

Make sure your images are tagged properly and have alternate text.

Make sure files are linked correctly and can be viewed or downloaded.

#### **Formatting**

Content should be cut and pasted from a **plain text editor such as Notepad** to prevent hazardous formatting. The website is equipped with a global style system that properly sizes text, bullets and lists.

#### **Page Titles**

Give your pages a concise and appropriate title that best describes the content of the page. Avoid extremely long titles (over 50 characters). Your page titles will often appear as links in side menus that are limited in width.

### **APPENDIX D – Fulton County Oracle Standards defined**

Fulton County utilizes an Oracle 10g DBMS.

### **APPENDIX E – Existing IVR Menu options**

<b>Menu Option</b>	<b>Database Accessed</b>
1. For motor vehicle registration and Information press 1	

1. To report lost or stolen tag decal or registration	None
• Connects caller to a customer service representative	None
2. To request taxes or fee information associated with a vehicle	GRATIS
• Gives caller address info related to vehicle	GRATIS
• Gives caller information on fees that are due.	GRATIS
3. For other fee information	None
• Title transfer fees are: \$18.00	None
• Replacement title fees are: \$8.00	None
• Standard auto tag fees are: \$20.00	None
• In state tag transfer fees for current tags are: \$5.00	None
4. Request duplicate registration renewal notices	GRATIS
• Request a duplicate registration renewal notice by fax	GRATIS
• Request a duplicate registration renewal notice by mail	GRATIS
5. Request a faxed bill of sale or limited power of attorney form	None
• For a bill of sale form by fax	None
• For a limited power of attorney for completing MV transaction form	None
6. For general motor vehicle information	None
• For location of service centers and hours of operation	None
• For transfer of ownership information	None
i. Gives info and requirements related to ownership transfer like: title, registration, insurance, etc.	None
• For payment due dates	None

i. Gives due date information based for leased cars, company owned vehicles or individual owned. None

• For emission testing information None

**2. For property tax payment and information**

1. To obtain a tax amount due iasWorld

• Real estate iasWorld

• Personal or business property iasWorld

2. To pay your taxes using a credit card iasWorld

• Real estate iasWorld

• Personal or business property iasWorld

3. To request a statement of your taxes iasWorld

• Real estate iasWorld

• Personal or business property iasWorld

4. For general property tax information None

• For general property tax info None

i. Gives caller general information on when bills are mailed, payment deadline, late fees, FIFA, etc. None

• For office location and hours of operation None

**3. For solid waste payment and information**

1. To obtain specific information or make a payment for solid waste service fees from 2003 to current year.

• To obtain amount due for solid waste services iasWorld

• To pay solid waste service fees using a credit card iasWorld

• For general solid waste service information None

i. For general solid waste services information	None
ii. For office location and hours of operation	None
2. For solid waste services for 2002 or prior	None
• Takes caller to a customer service representative.	None
<b>4. For all other questions or concerns</b>	None
1. Takes caller to a customer service representative.	None

## **APPENDIX F – Existing IWR Menu options**

<b>Menu Option</b>	<b>Database Accessed</b>
<b>1. Tax Commissioner (TC) Home</b>	None
<b>2. Message from the TC</b>	None
<b>3. Recent Article from the TC</b>	None
<b>4. Chief Deputy TC</b>	None
<b>5. About Our Office</b>	None
<b>6. Office Locations</b>	
1. Takes one to an Atlanta area map, which can be clicked on for a more detail map	None
<b>7. Office Hours</b>	None
<b>8. Accounting</b>	
1. Returned Checks	None
2. Refunds	None
<b>9. Motor Vehicles</b>	
1. Ad Valorem Taxes	None
• <a href="http://www.dor.ga.gov/">http://www.dor.ga.gov/</a>	None
2. Emission Requirements	None
• <a href="http://www.cleanairforce.com/">http://www.cleanairforce.com/</a>	None

3. Renewal Registrations	None
• <a href="http://www.dor.ga.gov/">http://www.dor.ga.gov/</a>	None
4. Insurance Requirements	None
5. New Residents	None
6. FAQ	
• <a href="http://www.cleanairforce.com/">http://www.cleanairforce.com/</a>	None
<b>10. Property Taxes</b>	
0. General Information	None
• Millage Rates	???
1. Search for Tax Bill	
• Search Tips	HTM Screen
• Search Personal Property	iasWorld
i. Pay This Parcel	?
- Continue Payment	?
• Search Real Estate	iasWorld
i. Pay This Parcel	?
- Continue Payment	?
2. Tax Summary Request for Multiple Parcels	None
3. Delinquent Taxes Foreclosures	None
4. Property Tax Sales	
• Property Tax Sales	
i. <a href="http://www.dailyreportonline.com/">http://www.dailyreportonline.com/</a>	None
• Procedures	None
• Fieri Facias (Fi Fa)	None
• Authority to Sell	None
• 30-Day Notice	None
• Fi Fa Recordation	None
• Levy	None

• Pointing Out Privilege	None
• Advertising	None
• 10-day Notice	PDF
• Courtesy Starting Bid List	PDF
i. Judicial In-Rem Tax Foreclosures	None
ii. Non-Judicial Tax Sale	None
• Payment	None
• Sale Closing	None
5. After the Tax Sales	None
• Rights of Redemption	None
• Notice of Foreclosure Right to Redeem	None
• Right of Redemption Foreclosed	None
• Ripening of Tax Deed Title	HTM form
• Subsequent Tax Sales	PDF
i. FiFa Transfer Request Form	PDF
ii. Judicial In-Rem Tax Foreclosures	None
iii. Non-Judicial Tax Sale	None
6. In-Rem Judicial Tax Foreclosure	None
7. Tax Sale Sample Letter	None
8. Obtaining a Tax FiFa	Interactive Fulton Cty Map
9. FAQ	
	Interactive Fulton Cty Map
• Office Locations	None
• <a href="http://www.fcdr.com/">http://www.fcdr.com/</a>	None
• <a href="http://www.fultonassessor.org/Main/Home.aspx">http://www.fultonassessor.org/Main/Home.aspx</a>	None
<b>11. Solid Waste Management</b>	
0. Solid Waste Service	
1. Search for a Solid Waste Bill	
• Search Tips	HTM Screen
• Enter Parcel ID, RE Acct No. or RE Street Address	iasWorld

i. Pay This Parcel	iasWorld
- Continue Payment	iasWorld
2. Solid Waste Bill Request for Multiple Parcels	iasWorld
• Enter Parcel ID for upto 25 parcels	iasWorld
i. Pay This Parcel	iasWorld
- Continue Payment	iasWorld
3. FAQ	None
<b>12. Delinquent Properties</b>	iasWorld
<b>13. Service Centers</b>	
0. Takes one to an Atlanta area map, which can be clicked on for a more detail map	None
<b>14. Glossary</b>	None

## APPENDIX G – Payment File Record Layout

Name	Null?	Type
-----		
JUR	NOT NULL	VARCHAR2(6)
PARID	NOT NULL	VARCHAR2(30)
TAXYR	NOT NULL	NUMBER(4)
ROLLTYPE		VARCHAR2(10)
VALCLASS		VARCHAR2(4)
WHO		VARCHAR2(10)
WEN		DATE
WHOCALC		VARCHAR2(10)
WENCALC		DATE
PROCNAME		VARCHAR2(10)
PROCDATE		DATE
STATUS		VARCHAR2(1)
STUB		NUMBER(10)
PROJNO		VARCHAR2(6)
DISTCODE		VARCHAR2(5)
DISTTYPE		VARCHAR2(1)
AUTH		VARCHAR2(6)
FUND		VARCHAR2(6)
AMOUNT		NUMBER(10,2)

CYCLE	VARCHAR2(5)
CODE	VARCHAR2(3)
ACTION	VARCHAR2(3)
EFFDATE	DATE
BATCH	NUMBER(6)
BSEQ	NUMBER(6)
FORM	VARCHAR2(12)
REASON	VARCHAR2(80)
CALCFLAG	VARCHAR2(1)
PYMTTYPE	VARCHAR2(3)
SETTLEFLAG	VARCHAR2(1)
PRIORYR	NUMBER(4)
REFYR	NUMBER(4)
SETTYR	NUMBER(4)
BUSDATE	DATE
TRANSNO	NUMBER(10)
REFREF	VARCHAR2(20)
REFTYPE	VARCHAR2(10)
BILLROLL	VARCHAR2(10)
PYMTSEQ	NUMBER(12)
CONV1	VARCHAR2(80)
CONV2	VARCHAR2(80)
CONV3	VARCHAR2(80)
CONV4	VARCHAR2(80)
CONV5	VARCHAR2(80)
OTH_CHG_CD	VARCHAR2(6)
DUEDATE	DATE
INTCALCDATE	DATE
TAXSALENO	VARCHAR2(30)
LIENID	VARCHAR2(30)
SUBLIENNO	NUMBER(4)
PLANNO	NUMBER(10)
GRACEPERIOD	NUMBER(3)

## APPENDIX H – Functionality questionnaire

### 14.1 Telephony Integration

1. Provide information on the recommended number of phone lines/simultaneous callers your proposed IVR system can support, based on our agency's call and account volume.
2. Explain how the proposed IVR system prevents callers from being hung in a "loop" (unable to escape from a routine).
3. Describe the level of your VoIP integration.
  - a. How many VoIP integrations have you performed?
  - b. What protocols?

- c. How many native VoIP integrations?
4. Detail all the telephone-related services that our agency will be responsible for, in support for the IVR system.
5. Provide information on the recommended CTI integration that would benefit our agency.
6. Describe your ability to deliver a 'Screen Pop' to our CSRs' desktop, allowing them access to account information and forms.
7. Describe your ability to provide 'call back' capabilities that will allow callers to select an option to receive a return call.

## **14.2 Database Integration**

1. In general, discuss your company's experience in database integration. What methods do you most recommend?
2. Our agency uses an Integrated Assessment System (I.A.S.) taxation system that runs on an Oracle database. Discuss your general methodology for integrating your proposed solution to our database.
3. What support will you require from our agency in integrating with our database?
4. Explain how your proposed system and proposed integration method support real-time access to our agency's database.
5. Describe how your proposed solution is capable of accessing multiple databases through a single interface call.

## **14.3 IVR System Functionality**

1. Please provide an overview of your proposed system's standard implementation methodology.
2. Our agency requires a system that can speak back motor vehicle and property tax information, including amounts due, prior tax payment information, and general motor vehicle and property/taxpayer information. Taking into consideration these general groups of information, describe the specific information your proposed system can speak to callers.
3. Describe how the proposed system supports a combination of voice, fax, e-mail, and SMS connections, through a single platform.
4. Describe how callers can "dial through" or "barge through" the voice prompts.
  - a. Can this functionality be disabled for certain prompts?
5. Describe how the proposed system handles call transfer routines during normal business hours and outside of normal business hours.
  - a. If multiple departments/applications are sharing a single IVR platform, explain how your system ensures that callers are transferred to the correct person/department.
6. How does your system offer the services in Spanish? What components are required to implement it?
7. How does your system offer the services in TDDY? What components are required to implement it?

8. Does your proposed system have limits to the number of prompts that can exist within the system?
    - a. If so, how many?
    - b. Are there limits to the number of menu items and/or menu inputs?
  9. Describe the proposed system's speech recognition capabilities.
    - a. What is the system's grammar/library size?
  10. Describe how the proposed solution ensures that our agency's business rules are correctly supported and enforced.
  11. Describe how informational messages and static documents are made available to callers.
    - a. How do agency personnel update these messages and documents?
    - b. What technical knowledge must our agency personnel possess to administer these functions?
  12. Describe the proposed system's capability to fax information to callers.
    - a. Are both static and fax-on-demand supported?
  13. Describe the proposed system's capabilities to e-mail information to callers.
  14. Describe how your solution will support integration to our existing payment gateway (First Data's PayPoint™ or Fulton County Tax Commissioner approved credit card processing vendor).
    - a. Would you recommend/require a different 3rd party credit card, debit card, and electronic check payment processing vendor with your system?
  15. Describe in detail how your proposed solution processes payments, including security measures.
    - a. Does the system process payments in batch or via a live method?
  16. How can your proposed system help our agency meet and/or maintain PCI compliance?
  17. How does the proposed system allow for convenience fee options?
  18. Describe the reporting options available within the proposed system.
    - a. What data export methods are available?
    - b. Can reports be scheduled as recurring and/or delivered automatically?
    - c. What process exists to add additional reports?
    - d. Are there limits to the quantity of reports that can be run on your system?
  19. Describe the proposed system's expansion capability, including both hardware expansion as well as new interfaces/applications/product features.
- 14.3.1 Outbound Calling Functionality**
1. Provide examples of outbound dialing applications and the functionality you currently support.
  2. Describe your process for providing custom outbound dialing campaigns.
  3. Describe your process for agency-initiated messaging to a group of citizens.
  4. Explain how the proposed system initiates, processes, and concludes an outbound call.
  5. Does the process differ if the outbound call is received by a person or an answering machine?
  6. Describe your system's ability to transfer a call to live staff, a third party or the IVR system during an outbound call campaign.
  7. Describe how your system interfaces to the host database to create an outbound campaign list.

8. Does your system have the ability to notify the agency if an outbound call results in change to an account's status?
  - a. If so, how are administrators or agency users notified?
9. Will your system provide the ability for administrators to configure what constitutes a successful outbound call?
10. What options are available for administrators based on the above configuration?
11. Describe the reporting available within the system.
  - a. What level of detail is provided relative to how the call was answered?
  - b. What level of detail is provided relative to the call's events?

#### **14.3.2 IWR Functionality**

1. Explain how your proposed system offers the same or extended functionality over the web, to include publishing messages, articles, and video streams.
2. How will web based payments function and what options are available to users?
3. Describe the security measures in place on your proposed IWR component.
4. Describe how the IWR component is integrated into our agency's existing website.
5. Does the IWR system use the same data interface and components as the IVR System?
6. Are the reporting and administrative functions for the IWR system available in the same administration tool/website as the IVR system?
7. Does your system allow the IVR and IWR system to run on the same server?
8. Discuss the Web Browsers supported by your IWR System.
9. Discuss your ability to provide print capability from the IWR System.

#### **14.3.3 CSR Features**

1. What capabilities does the proposed IVR/IWR System have for the CSRs desktop?
2. Can you provide CSRs real time delivery tools?
3. What channels can be used to send information supported at the desktop?
4. Will agency personnel be provided administrative tools to add additional delivery items for CSR use?
5. What are the requirements for the CSR desktop machines?
6. Can you also pass caller and account information from the IVR to CSRs if a transfer is requested?
7. Describe the best practices and processes used to pass information to the CSR.
8. What is the architecture of this solution and how does it integrate with our existing telephony environment?
9. Do you provide onsite user training for your desktop/CSR functions?
  - a. Is training performed hands-on or as a train the trainer model?

#### **14.3.4 Support and Maintenance**

1. Describe the technical support options offered by your company.
2. Please provide an excerpt from the manual/system documentation for the proposed system.
3. Please provide a copy of your standard warranty and maintenance contracts.
4. Describe the backup procedures for the IVR/IWR system.
5. Explain how the IVR/IWR system allows application changes while in production.
6. Describe the procedure for
  - a. Installing new software releases into a production environment

- b. Integrating with new point released of the tax application software
  - c. New voice file recording
  - d. Updating the voice library of street names for our agency
  - e. Proactive updates to our agency on system performance
  - f. Real-time system monitoring and diagnostics of the IVR, IWR, Phone System and Tax Application Software
7. Describe the agency's ongoing maintenance routine responsibilities, including any telephony related services.
  8. Will any routine maintenance require the IVR/IWR system to be out of service? If so, please describe.

### **15.0 Section 3: References**

Provide three references for existing similar systems comparable to the system described in this RFP.

**ACKNOWLEDGEMENT OF ADDENDUM NO. 1**  
**PAGE 19**

The undersigned proposer acknowledges receipt of this addendum by returning one (1) copy of this form with the RFP package to the Purchasing Department, Fulton County Public Safety Building, 130 Peachtree Street, Suite 1168, Atlanta, Georgia 30303 by the RFP due date and time of **Tuesday, December 21, 2010, 11:00 A.M.**

This is to acknowledge receipt of Addendum No. 1, \_\_\_\_\_ day of \_\_\_\_\_, 2010.

\_\_\_\_\_  
Legal Name of Bidder

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Title