



**City of Santa Ana**  
**20 Civic Center Plaza, Santa Ana, CA 92701**  
**Staff Report**  
**August 17, 2021**

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**TOPIC:** Interactive Voice Response System Support and Maintenance, Services, and Software

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**AGENDA TITLE:**

Approve Renewal Agreement with Selectron Technologies, Inc., for Interactive Voice Response System in the Amount not to Exceed \$921,213 (General and Non-General Fund)

**RECOMMENDED ACTION**

Authorize the City Manager to execute a renewal agreement with Selectron Technologies, Inc. for Interactive Voice Response System software support and maintenance for Municipal Utility Services in the amount of \$201,945 and optional services for Outbound Messaging Dog License, Business License, and Land Management System ("LMS") in the amount of \$599,110, for a total not-to-exceed amount of \$921,213, including a 15 percent contingency of \$120,158, for an initial term commencing July 1, 2021 and expiring December 31, 2025, with a provision for two renewal options, of three years and one year, respectively, ending December 31, 2029, subject to non-substantive changes approved by the City Manager and City Attorney.

**DISCUSSION**

Selectron Technologies, Inc. ("Selectron") provides an Interactive Voice Response ("IVR") system software to support enhanced telephone voice service for the Municipal Utility Services ("MUS") section in the Treasury & Customer Service Division ("Treasury") of the Finance & Management Services Agency ("FMSA"). Santa Ana utility customers have anytime access to their account details and payment options through this 24-hour, seven-days per week ("24/7") IVR phone system in English, Spanish, and Vietnamese regardless of City Hall operating hours. With 24/7 access by phone, the IVR phone system is also an effective method for Treasury to collect MUS payments through a secure and easy-to-use payment option.

The IVR system is a benefit to both the City and the public. The system receives an average of 1,295 calls per week, and approximately 53 percent of calls are handled via the IVR system without being transferred to a live Customer Service Representative. Moreover, the IVR system on an average processes \$11,007 per day of utility payments.

Utility payments received via the IVR platform are Payment Card Industry Data Security Standard ("PCI DSS") compliant, meeting the highest standards for payment security.

As described above, the IVR system has been completed and successfully implemented for MUS customers. Selectron's optional scope of services, if desired and approved by the City Council, include implementation of a Dog License IVR, a Business License IVR, a LMS IVR, plus an MUS-related Outbound Messaging application. Currently, the Dog License, Business License, and LMS IVR applications, together with the MUS related Outbound Messaging application, are future optional services as Treasury and the Information Technology Department ("IT") are actively working on procurement of new Dog License and Business License comprehensive software. On June 15, 2021, the City Council authorized IT to proceed with the procurement of new LMS software. Upon completing the procurement processes for Dog License and Business License, and determining the vendor of each software type, the optional IVR system enhanced phone services may be triggered with Selectron for Dog License, Business License, LMS, and MUS-related Outbound Messaging, as appropriate.

The Selectron IVR system is fully integrated into all City payment systems, including enQuesta, the City's water, sewer, refuse, and sanitation utility billing system. Beginning in Fiscal Year 2019-20, the Finance & Management Services Agency, Public Works Agency, and Information Technology Department undertook the development of a program for the implementation of Advanced Metering Infrastructure ("AMI") project to provide modern smart metering services to the City's water utility operation and for MUS customers to which Selectron's services are tied. In March 2020, FMSA's Treasury Division began an upgrade to the City's existing water, sewer, sanitation, and refuse customer information service/utility billing system, enQuesta, to ensure the City is keeping up with best practices as they relate to utility customer service, billing technology, and to ensure compatibility with the City's AMI program systems.

The AMI program is dependent on expanded use of the City's upgraded MUS enQuesta system with which Selectron's IVR software services are integrated. The IVR services directly support and are bilaterally integrated with the MUS enQuesta upgrade. The cost to implement an equivalent IVR software service provider is unknown, but would require new software and substantial additional integration expenses to the City as Selectron's IVR software system is fully integrated through the City's iNovah centralized cashing System and into all Treasury programs that require revenue-processing services.

Therefore, staff recommends the approval of a renewal agreement with Selectron to ensure annual software support and maintenance of the City's IVR system. Along with the approval of the Selectron renewal agreement, Treasury is harmonizing agreements with other critical billing and payment processing contracts that relate to the enQuesta/AMI project, such like a future citywide upgrade to iNovah cashing software

and payment hardware to Europay, MasterCard, and Visa ("EMV") Chip & PIN contactless payment terminals and full PCI DSS compliance.

In addition to the over-the-phone interactive voice response and payment services, there are other critical payment processing agreements, like the City's walk-in cashiering station merchant processing services, online cloud-based electronic billing and payment presentation/bill print services, and 24-7/365 walk-up payment kiosk services. Based on the synchronization of all of these payment-processing services, the City will achieve full PCI-DSS compliance, thereby transferring future credit card fraud liability from the City to the payment card providers.

Below is the breakdown of costs, including the optional costs:

Item	Estimated Amount	Contingency	Not to Exceed Amount
Municipal Utility Services (MUS)	\$201,945	\$30,292	\$232,237
MUS Outbound Messaging (Optional)	\$92,050	\$13,807	\$105,857
Dog License (Optional)	\$133,860	\$20,079	\$153,939
Business License (Optional)	\$133,860	\$20,079	\$153,939
Land Management (Optional)	\$239,340	\$35,901	\$275,241
<b>Total</b>	<b>\$801,055</b>	<b>\$120,158</b>	<b>\$921,213</b>

### **ENVIRONMENTAL IMPACT**

There is no environmental impact associated with this action.

### **FISCAL IMPACT**

The first year of funds for this renewal agreement are included in the FY21-22 budget. The IVR integrates with many different City systems providing various services, which is why staff records the cost of the contract in a variety of accounting units. The chart below outlines the contract cost allocations to each accounting unit for each year of the contract. Amounts for future fiscal years will be included in future proposed operating budgets.

FY	Accounting Unit - Account No.	Fund Description	Accounting Unit - Accounting No. Description	Estimated Amount	Additional Contingency	Not to Exceed Amount
<b>2021-22</b>	06017642-62251	PWA - Water Misc. Expenses	Other Agency Services	\$27,359	\$4,104	\$31,462
	06917640-62300	PWA - Refuse	Contract Services-Professional	\$7,155	\$1,073	\$8,229

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		Collection Service				
	06817640-62300	PWA - Environment /Sanitation	Contract Services-Professional	\$4,630	\$694	\$5,324
	05617640-62300	PWA - Sanitary Sewer Service	Contract Services-Professional	\$2,946	\$442	\$3,388
	01110130-62300	FMSA - Treasury Customer Service	Contract Services Professional	\$110,400	\$16,560	\$126,960
	10920149-66510	IT Dept. - IT Projects	Computer Software	\$98,700	\$14,805	\$113,505
<b>2022-23</b>	06017642-62251	PWA - Water Misc. Expenses	Other Agency Services	\$23,420	\$3,513	\$26,932
	06917640-62300	PWA - Refuse Collection Service	Contract Services-Professional	\$6,125	\$919	\$7,044
	06817640-62300	PWA - Environment /Sanitation	Contract Services-Professional	\$3,963	\$594	\$4,558
	05617640-62300	PWA - Sanitary Sewer Service	Contract Services-Professional	\$2,522	\$378	\$2,900
	01110130-62300	FMSA - Treasury Customer Service	Contract Services Professional	\$19,320	\$2,898	\$22,218
	10920149-66510	IT Dept. - IT Projects	Computer Software	\$17,275	\$2,591	\$19,866
<b>2023-24</b>	06017642-62251	PWA - Water Misc. Expenses	Other Agency Services	\$26,289	\$3,943	\$30,233

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	06917640-62300	PWA - Refuse Collection Service	Contract Services-Professional	\$6,876	\$1,031	\$7,907
	06817640-62300	PWA - Environment /Sanitation	Contract Services-Professional	\$4,449	\$667	\$5,116
	05617640-62300	PWA - Sanitary Sewer Service	Contract Services-Professional	\$2,831	\$425	\$3,256
	01110130-62300	FMSA - Treasury Customer Service	Contract Services Professional	\$20,290	\$3,044	\$23,334
	10920149-66510	IT Dept. - IT Projects	Computer Software	\$18,140	\$2,721	\$20,861
<b>2024 -25</b>	06017642-62251	PWA - Water Misc. Expenses	Other Agency Services	\$21,860	\$3,279	\$25,138
	06917640-62300	PWA - Refuse Collection Service	Contract Services-Professional	\$5,717	\$858	\$6,575
	06817640-62300	PWA - Environment /Sanitation	Contract Services-Professional	\$3,699	\$555	\$4,254
	05617640-62300	PWA - Sanitary Sewer Service	Contract Services-Professional	\$2,354	\$353	\$2,707
	01110130-62300	FMSA - Treasury Customer Service	Contract Services Professional	\$21,300	\$3,195	\$24,495
	10920149-66510	IT Dept. - IT Projects	Computer Software	\$19,045	\$2,857	\$21,902
<b>2025 -26</b>	06017642-62251	PWA - Water Misc. Expenses	Other Agency Services	\$22,318	\$3,348	\$25,665

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	06917640-62300	PWA - Refuse Collection Service	Contract Services-Professional	\$5,837	\$876	\$6,712
	06817640-62300	PWA - Environment /Sanitation	Contract Services-Professional	\$3,777	\$567	\$4,343
	05617640-62300	PWA - Sanitary Sewer Service	Contract Services-Professional	\$2,403	\$361	\$2,764
	01110130-62300	FMSA - Treasury Customer Service	Contract Services Professional	\$22,370	\$3,356	\$25,726
	10920149-66510	IT Dept. - IT Projects	Computer Software	\$19,995	\$2,999	\$22,994
<b>2026 -27</b>	06017642-62251	PWA - Water Misc. Expenses	Other Agency Services	\$22,792	\$3,419	\$26,211
	06917640-62300	PWA - Refuse Collection Service	Contract Services-Professional	\$5,961	\$894	\$6,855
	06817640-62300	PWA - Environment /Sanitation	Contract Services-Professional	\$3,857	\$579	\$4,436
	05617640-62300	PWA - Sanitary Sewer Service	Contract Services-Professional	\$2,455	\$368	\$2,823
	01110130-62300	FMSA - Treasury Customer Service	Contract Services Professional	\$23,490	\$3,524	\$27,014
	10920149-66510	IT Dept. - IT Projects	Computer Software	\$20,995	\$3,149	\$24,144
<b>2027 -28</b>	06017642-62251	PWA - Water Misc. Expenses	Other Agency Services	\$23,280	\$3,492	\$26,772

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	06917640-62300	PWA - Refuse Collection Service	Contract Services-Professional	\$6,089	\$913	\$7,002
	06817640-62300	PWA - Environment /Sanitation	Contract Services-Professional	\$3,940	\$591	\$4,531
	05617640-62300	PWA - Sanitary Sewer Service	Contract Services-Professional	\$2,507	\$376	\$2,883
	01110130-62300	FMSA - Treasury Customer Service	Contract Services Professional	\$24,660	\$3,699	\$28,359
	10920149-66510	IT Dept. - IT Projects	Computer Software	\$22,045	\$3,307	\$25,352
<b>2028-29</b>	06017642-62251	PWA - Water Misc. Expenses	Other Agency Services	\$23,780	\$3,567	\$27,347
	06917640-62300	PWA - Refuse Collection Service	Contract Services-Professional	\$6,219	\$933	\$7,152
	06817640-62300	PWA - Environment /Sanitation	Contract Services-Professional	\$4,024	\$604	\$4,628
	05617640-62300	PWA - Sanitary Sewer Service	Contract Services-Professional	\$2,561	\$384	\$2,945
	01110130-62300	FMSA - Treasury Customer Service	Contract Services Professional	\$25,890	\$3,884	\$29,774
	10920149-66510	IT Dept. - IT Projects	Computer Software	\$23,145	\$3,472	\$26,617
				<b>Grand Total:</b>	<b>Grand Total:</b>	<b>Grand Total:</b>
				<b><u>\$801,055</u></b>	<b><u>\$120,158</u></b>	<b><u>\$921,213</u></b>

**EXHIBIT(S)**

1. Selectron Technologies, Inc. Agreement

Submitted By: Jack Ciulla, IT Chief Technology Innovations Officer, Kathryn Downs, FMSA Executive Director and Nabil Saba, P.E., Executive Director – Public Works Agency

Approved By: Kristine Ridge, City Manager