



REQUEST FOR INFORMATION
PIPELINE PROTECTION PROGRAM

MARCH 2016

CLAYTON COUNTY WATER AUTHORITY
1600 Battle Creek Road, Morrow, Georgia 30260

RFI Opening: **Tuesday, May 10, 2016 at 2:00 p.m. (local time)**
1600 Battle Creek Road, Morrow, GA 30260

Non-Mandatory **Thursday, April 21, 2016 at 2:00 p.m. (local time)**
Informational Meeting: **1600 Battle Creek Road, Morrow, GA 30260**

Table of Contents

Division 1 General Information

Section 1	Request for Information	1-1.1
Section 2	Overview	1-2.1
	2.1 Background	1-2.1
	2.2 Purpose	1-2.1
	2.3 Evaluation Schedule.....	1-2.1
	2.4 Response Submission.....	1-2.2
	2.5 Project Scope	1-2.2
	2.6 Submittal Format	1-2.8
	2.7 Addendum.....	1-2.10

Division 2 General Requirements

Section 1	Instructions	2-1.1
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Addenda (None Issued at This Time)

END OF TABLE OF CONTENTS

Division 1

General Information

Section 2: Overview

Clayton County Water Authority
1600 Battle Creek Road
Morrow, Georgia 30260

Name of Project: **Pipeline Protection Program.**

The Clayton County Water Authority will open sealed Request for Information packages from qualified firms on **Tuesday, May 10, 2016 at 2:00 P.M. (local time)** for a Pipeline Protection Program.

A non-mandatory informational meeting will be held on **Thursday, April 21, 2016 at 2:00 p.m. (local time)** at 1600 Battle Creek Road, Morrow, GA 30260.

Responses should be hand delivered or mailed to the Clayton County Water Authority, located at 1600 Battle Creek Road, Morrow, Georgia, 30260. Any packages received after such date and time will be considered non-responsive.

In an effort to promote responsible environmental practices the package is available in electronic (Adobe PDF) format and can be requested by calling 770-960-5223, M-F, 8:00 am - 5:00 pm or by e-mail to CCWA_Procurement@ccwa.us. Firms will need to provide contact information and an email address and any file size transfer limits to insure email transmittals can be made. A hardcopy RFI package can also be requested at a cost of \$25.

Clayton County Water Authority

By: John Chafin, Chairman

END OF SECTION

Division 1

General Information

Section 2: Overview

2.1 Background

The Clayton County Water Authority (CCWA), founded in 1955, currently serves as the water, sewer and storm-water utility for Clayton County and the Cities of Forest Park, Lake City, Morrow, Jonesboro, Riverdale, and Lovejoy in Georgia. The service area represents a population of approximately 270,000 residents, of which CCWA provides services to approximately 76,000 active customers monthly. CCWA maintains approximately 1,500 miles of water distribution pipes, 1,400 miles of sewer conveyance pipes and 500 miles of stormwater infrastructure throughout the county and its cities. Property owners are responsible for maintenance and repair of water service line after the meter box and/or the sewer service line from the main including the connection to the point of entry into the home, etc. Parts of the water/sewer system are more than 50 years old and incorporate service line materials such as galvanized, copper, PVC, polybutylene, cast iron, concrete, clay, etc.

2.2 Purpose

The purpose of this document is to evaluate information obtained from qualified firms that may be able to provide an emergency water and sewer line protection program for CCWA's residential customers. The program will provide qualified property owners ("Customers") the opportunity to voluntarily purchase additional coverage to supplement property owner current insurance policies and home warranty programs.

Coverage will include the repair or replacement of an actively enrolled CCWA customer's water/sewer line. The repairs will include restoration of curbs, sidewalks, yard, landscaping, and driveway. Repairs will be required to meet all applicable CCWA and Clayton County, Georgia standards.

CCWA developed a Small Local Business Enterprise (SBLE) Program in an effort to use small local vendors to perform services and provide goods consumed by our entity. As part of this Pipeline Protection Program, CCWA is encouraging the awarded vendor to use our certified SLBE vendors to perform the repairs under program. More information on our SLBE program along with a list of certified SLBE vendors can be found on our website under the "Procurement" tab on the home page.

2.3 Evaluation Schedule

The planned schedule for the evaluation of the RFI submittals is as follows (all times listed are local time):

Division 1

General Information

Section 2: Overview

Informational Non-mandatory Meeting	Thursday, April 21, 2016 at 2:00 p.m.
Deadline for Questions	Thursday, April 28, 2016 at 2:00 p.m.
Issue Last Addendum	Thursday, May 5, 2016 at 2:00 p.m.
RFI Opening	Tuesday, May 10, 2016 at 2:00 p.m.
Present Information to CCWA Board	Thursday, July 7, 2016 at 1:30 p.m.

During the evaluation process no firm or individual is to have verbal or written communication on any aspect with any CCWA employee or Board member. All questions and requests shall be emailed to **CCWA_Procurement@ccwa.us**. This is to ensure that all prospective respondents have the same level of knowledge of the work as well as insuring that all data is uniformly and consistently made available to all respondents. Failure to comply with this requirement may result in disqualification from the process.

2.4 Response submission

One (1) original, and three (3) bound copies shall be submitted in a sealed, opaque container and delivered by hand, courier service, or mailed via the United States Postal Service to Clayton County Water Authority, 1600 Battle Creek Road, Morrow, Georgia 30260. The envelope shall be marked "**Sealed RFI**" and carry the project title, date and time of opening, and name and address of the party submitting the information package. No facsimiles will be accepted. At the time specified for the submission deadline, the sealed containers shall be publicly opened and the names of Firm's shall be read aloud.

2.5 Project Scope

A. Program Implementation and Administration

The Provider should be expected to manage program implementation and all phases of program administration including customer requests for service repairs, enrollment options, billing, billing inquiries, customer concerns and service cancellation. Your response submittal should, at a minimum, speak to the following items:

1. Will you appoint an employee as the key contact/representative for CCWA account?
2. Define the roles and responsibilities of the team(s) involved. Include implementation teams as well as ongoing support teams.
3. Are these teams dedicated resources or do they fulfill additional roles at your company?

Division 1

General Information

Section 2: Overview

4. Briefly describe the implementation process, including what is expected or required by CCWA.
5. Briefly describe process to handle program administration including customer requests for service repairs, enrollment options, billing, billing inquiries, customer concerns and service cancellation. Include what is expected or required by CCWA.
6. How many existing customers do you serve within Clayton County service area?
7. Briefly describe the process of handling existing customers within the Clayton County service area if we enter into partnership with you.

B. Product(s)

The program should include coverage for repair and/or replacement of the residential customer's service line as well as labor and materials to complete all repairs and/or replacements including site restoration such as backfilling, raking and reseeding/resodding and/or replacement of concrete walkway and pavement and other improvements as necessary. The program should provide:

1. Base coverage to repair leaks, blockages and breaks due to normal wear and tear, defects in materials, and freezing.
2. Coverage limits and premium cost to customers that provide best value to customers. Annual limits, number of service calls allowed and lifetime caps should be favorable for customers.
3. Best long term solution for the problem is preferred (e.g. complete line replacement vs. "patch" work).
4. Repairs and materials must meet CCWA's requirements, and must adhere to all applicable federal, state, local, environmental, health and safety regulations.
5. No requirement for customer to pay for service call charges, deductibles or pre-inspections.
6. Cost of acquiring permits, if required, will not be passed on to the customer.
7. Provider must assume all liability for services provided and issue a warranty for (one year).
8. Provide overall positive customer experience that will improve customer satisfaction and brand loyalty.

Division 1

General Information

Section 2: Overview

9. Describe the product features, including what is covered. Be specific. Your response submittal should, at a minimum, speak to the following items:
 - a) Outline annual coverage or service call limits. Are there any coverage limitations imposed on actual repairs vs. street cutting, should street cutting apply to the repair situation?
 - b) What level/type of site restoration is included? Are there any restoration exclusions? If yes, please describe. All exclusions should be identified.
 - c) Are there any pre-inspection requirements?
 - d) Describe warranty on repairs.
 - e) Indicate limitations on any aspect of the repair(s).
 - f) What is your policy on repair versus replace of water/sewer lines?
 - g) Are there any general exclusions that may apply?
 - h) What other related services/value added benefits do you provide that you would recommend offering to our customers?

C. Marketing and Customer Education

The Provider should have ability to execute a marketing plan that is directed at all eligible CCWA customers. Provider should be expected to incur costs for all marketing design, production and mailing costs for brochures, flyers, press releases, and other marketing needs.

1. All marketing and educational materials must be pre-approved by CCWA.
2. Provider must have marketing resources with experience in a variety of marketing channels (e.g., social media, direct mail, website).
3. Provider will use owner data, name and address supplied by CCWA and/or from the county to assist in marketing efforts.
4. Your response submittal should, at a minimum, speak to the following items:
 - a) Describe your marketing team. How many dedicated marketing resources do you have?
 - b) What are your online/digital/social media capabilities?
 - c) Describe the marketing plan, tactics, and timeline for the first year and subsequent years.

Division 1

General Information

Section 2: Overview

- d) What is required of us initially for launch, and what utility resource/support is required on an ongoing basis?
- e) Describe your experience and ability to drive customer participation and retention in the program.
- f) Provide relevant marketing, fulfillment, and other customer communication samples.

D. Customer Service and Satisfaction

Customers should have access to a toll-free customer service telephone number available 24 hours-a-day, 365 days-a-year, staffed with live staff for all customer claims. The enrollment, claims and cancellation process should be streamlined to provide customers with the best overall experience. Response times to service calls should be optimal to ensure customer satisfaction. Your response submittal should, at a minimum, speak to the following items:

1. Describe your customer service features and highlights.
2. What are the hours for normal business operations and for service calls (if different)?
 - a) What is the response time for emergency deployment?
 - b) What is the response time for non-emergency deployment?
3. Describe training and supervision for the customer service representatives.
4. Describe the customer experience in submitting a claim and receiving service for emergency and non-emergency repairs.
5. Describe process for other customer interactions (enrollment, cancellation, complaints, etc.).
6. What systems do you have in place to measure customer satisfaction and what results have been achieved?

E. Repair Service(s) Network

Providers should use local qualified and reputable licensed professional contractors to perform the repairs or replacement of water and/or sewer service line.

1. Provider must have comprehensive and documented contractor vetting process.

Division 1

General Information

Section 2: Overview

2. Contractors must be licensed by and authorized to do business in Georgia, and must be bonded and insured.
3. Consideration must be given to contractors currently working with CCWA and certified within the CCWA Small Local Business Enterprise Program.
4. Provider must have evidence of measures to ensure customer satisfaction and quality of work.
5. Provider must have system of contractor job oversight.
6. Your response submittal should, at a minimum, speak to the following items:
 - a) How many contractors do you employ?
 - b) Are any existing contractors local and licensed to work in our area? If so, who are they and how long have you worked with them?
 - c) Describe your local contractor recruitment process and practices/policies.
 - d) Describe your experience and approach to field service management. Do you employ local resources to recruit, monitor or manage your contractor network?
 - e) How is the contractor quality of work measured?
 - f) How do you handle complaints regarding the services a contractor provides?
 - g) Briefly describe how you will incorporate CCWA Small Local Business Enterprises (SLBE) into your repair service network.

F. Data Security

Provider must have information security framework and data security measures in place to ensure the safety of customer data. Your response submittal should, at a minimum, speak to the following items:

1. Describe your information security framework and, in particular, your data security measures. Are you certified PCI compliant?

G. Reporting

Provider will work with CCWA to determine a list of required reports to be developed.

1. Please provide sample reports including customer satisfaction.

Division 1

General Information

Section 2: Overview

H. Costs Proposals

Provide costs proposals to include customer monthly costs for water line coverage, sewer line coverage, and water/sewer line coverage. Cost proposals should also include CCWA incentives along with contract terms. If cost changes based on terms of the contract, multiple cost proposals are allowed.

2.6 Submittal Format

Responses shall be limited to a maximum length of twenty (20) pages (not including resumes, cost proposals, brochures, sample reports, and pre-printed information). Responses should include the information outlined below, and be tabbed to denote the following sections:

A. Executive Summary

A one page letter of introduction and interest on letterhead. Provide the full name and address of the organization and the branch or office that will perform the work. Include telephone number, point of contact and official signature of an authorized company representative. Indicate whether you operate as a single proprietorship, partnership, or corporation. Include the State(s) in which you are incorporated and/or licensed to operate.

This part of the response should be limited to a brief narrative highlighting the proposed program. The summary should contain as little technical jargon as possible, and should be oriented toward non-technical personnel.

The firm will provide a profile of their organization and all other companies who will be providing products or services through a subcontracting arrangement with the firm.

B. Qualifications / Experience

Provider must have history of providing similar programs to similar sized utilities, and demonstrate substantial knowledge of the industry. Financial stability should also be considered.

1. Describe other Georgia partner relationships in which you provide water and sewer service line plans.
2. Describe company history & qualifications. Include years of relevant experience, number of current partners, customers, active policies and experience in providing water and sewer line protection programs.

Division 1

General Information

Section 2: Overview

3. Policy underwriting qualifications: Are policies underwritten by a rated national insurance company or are they self-insured by the provider?

C. Project Understanding

Describe services and respond to requests for information and questions to each of the categories listed under Project Scope.

D. References

A minimum of three (3) client references must be provided that are similar in size and complexity of the Clayton County Water Authority that have used the proposed services. References within Georgia are preferred if available.

Information should include at the minimum:

1. Client Name, address, phone number, e-mail and contact person.
2. Number of customers by service
3. Service and solution implemented
4. Implementation status.

E. Financial Viability

Provide financial statements, or URL link, for the past two consecutive years.

2.8 Addenda

To be considered, all questions must be received via email by **2:00 p.m. EST, Thursday, April 28, 2016** at **CCWA_Procurement@ccwa.us**. Any and all responses to Firms' questions will be issued in the form of an addendum by email. All addenda issued shall become part of the submittal responses.

END OF SECTION