

Request for Proposal: Consolidated Statewide WA 211 Contact Center Services

Funding Agency: WA 211 Services
Issue Date: JUNE 9, 2025
Deadline Date: JULY 11, 2025
Contract Term: Initial reward through June 30, 2026. Renewal considerations will be dependent on available funds.

WA 211 Services

WA 211 Services is the statewide coordinating body for 211 service delivery, currently being provided by seven regional contact centers. This Request for Proposals (RFP) reflects a strategic realignment by WA 211's Board of Directors to ensure that WA 211 continues to serve Washington communities through these challenging times.

A strategic realignment has long been necessary and is not a new idea. Now it is more imperative because political shifts and economic uncertainties increase the urgency for change and because our communities need WA 211 now more than ever. With a $\frac{2}{3}$ budget reduction from the state legislature for the 2025-2027 biennium, and an unsustainable, decentralized service model, WA 211 needs to strengthen service delivery through operational efficiencies and more cost-efficient strategies.

The goal is to create a statewide, centralized contact center in partnership with WA 211. Our vision is to scale statewide 211 services to 24/7/365 service. WA 211 is actively focusing on revenue generation to bring funding to a level that meets demand and increases capacity for service expansion within the next two years.

In 2024, WA 211 received 321,616 queued calls, 263,637 of which were handled by a live agent. Over the course of 15 months, we would anticipate a single call center to handle a minimum volume of 10,000/month in answered calls (50% of currently answered calls), with hours of operation M-F, at a minimum of 6 hours/day (See attached Call Metrics and FAQ Fact Sheets).

All current organizations providing 211 services are encouraged to apply, as well as any other organization providing call center services within the state of Washington. This RFP is for live agent contact center services at a reimbursable monthly rate of approximately \$65,690/month with the understanding that demand exceeds current funding. The monthly rate applies to contact center staffing and any associated **operational and administrative** costs. WA 211 provides:

- Telephony system and call management licensing and technical support (NICE CXone and VisionLink)
- Resource data management and data sharing
- Revenue generation and partnership development
- Marketing/Advertising/Community Outreach



- Advocacy
- Report generation and quality management
- WFM (Workforce Management)
- Inform Learn, training platform
- A public facing resource search at wa211.org.

The total amount of the contract is contingent upon available funding, when a single call center will be operational, and interim contracts with current 211 centers end. Understanding that demand exceeds capacity, responses must outline plans and/or mitigations to address the gap and may include virtual services, priority taxonomies, etc.

WA 211 recognizes and values the contribution of all existing contact center organizations and is open to creative opportunities to provide and scale up services through the consolidated model. This must include a primary RFP respondent utilizing staff and/or services of a subcontractor(s) (e.g., another existing contact center in the immediate transition to one contact center, or in future expansions of 211 service).

Future vision for WA 211 includes not only reducing the number of contact centers from seven to one, but additionally refining the WA 211 management structure, improving efficiency through process improvements, streamlining workflows, and technology changes. With these supports in place, there is an expectation that WA 211 will

- support communities more effectively by creating a seamless, consistent client experience with quality referrals and reduced wait times.
- better meet the growing demand for basic needs in Washington and support public safety.
- be a supporting partner with 988-911 in the crisis and emergency/disaster response system.
- support community care hubs with resources as part of the information and referral network.
- increase and diversify revenue sources to support the high demand 211 service with sustainable funding,
- be positioned to participate in national data initiatives.
- foster stronger relationships with state agencies and partnerships with health and human service providers, to increase participation in statewide contracts.
- enhance public awareness and improve contact center relationships by creating consistent statewide 211 brand and messaging.

For consistency purposes, WA 211 will work with any interested parties on best practices in proposal writing to ensure all existing providers have an equal footing and be supported throughout the RFP process.

RFP submissions will be made electronically to the Strategic Implementation Work Group, strategicimplementationworkgroup@wa211.org.

Submissions must be received no later than 5:00 pm PST, JULY 11, 2025. Respondents are responsible for including all required elements (application and supporting documents) in the submission packet. Failure to provide all information requested may result in disqualification. Due to file size please submit documents in a zip file or note if multiple files are sent.

Consolidated 211 Services: Deliverables and Responsibilities

The organization chosen by WA 211 will be expected to deliver contact center services efficiently and effectively. These requirements may vary based on available funding and contractual service level agreements. Specifically, the contact center will:

- Manage 211 contacts (voice, chat, text, email) for contracted responsibilities across the state either in-house or as a lead agency utilizing subcontractors.
- Meet or exceed agreed upon contact center call standards/metrics for both quality and quantity.
- Cooperatively partner with WA 211 to develop revenue streams and creatively innovate solutions to service delivery.
- Communicate issues and challenges that require a shift in resources or strategy so both the contact center and WA 211 agree to next steps.
- Submit reports, invoices and supporting documentation in a timely manner.
- Should funding become available, develop a plan with WA 211 to increase disaster response.
- Follow 211 branding and style guidelines for communication and organizational outreach activities.
- Have a Business Continuity Plan that includes recovery strategies for critical business functions, communications protocols and outlines training and testing opportunities.

Priority ranking will be given to the organization that offers:

- Demonstration of a clear understanding of WA 211 vision, strategy, and goals.
- Clear evidence of organizational capacity to carry out the activities outlined in the RFP, especially as it relates to a challenging funding environment and transition to one contact center with reduced operating hours.
- Multi-year history of providing contact center services that are demonstrated to be efficient and effective.
- Documentation of collaborative relationships within state government, public or private agencies within the Health and Human Services field, clearly reflected in letters of support from other collaborating agencies.
- Organizations with existing relationships or collaborations with 988 or 911 services a plus.
- Hold or be in the process of obtaining accreditation by INFORM USA..

Contract Management

As a recipient of statewide and program specific funding there is a growing need to demonstrate and document the value of services provided. WA 211 must be able to demonstrate its effectiveness through documentation of service deliverables and outcomes. Both statewide and program specific grants involve significant reporting requirements and a demonstration of accountability to the outcomes associated with the funding.

Any recipient of WA 211 funding must adhere to timely reporting of all requirements.

Submissions will include:

- Monthly financial reports.

- Agreed upon progress/compliance reports and frequency of those reports.
- End of fiscal year annual audit, including notes specific to 211 services.

Possible contract addendums may also be indicated when specific programs are not addressed in the base contract but do not warrant a full contract re-negotiation. The contract addendum(s) will include a statement of objectives, a list of the services to be covered by the agreement, specific performance standards, and will define the responsibilities of the contact center and WA 211.

RFP Key Benchmarks and Dates

MAY 15, 2025: Request for Proposal (RFP) process and timeline released to current service providers with communications packet.

JUNE 6, 2025: RFP Review with context of supporting documents and best practices in responding to questions. The intent of this meeting is to allow all current service contact centers equal footing in their ability to respond to the RFP.

JUNE 9, 2025: RFP posted to website by 3pm, open to response and submission until July 11, 2025.

JUNE 6 – 20, 2025: Formal questions and answer period. Written questions concerning the specifications in this RFP will be received until **5:00 pm PST** via email at strategicimplementationworkgroup@wa211.org. A summary of all questions and answers will be shared by email within two business days after the close date.

JULY 11, 2025: RFP application deadline. Complete application and attach/upload all necessary documents required. **Responses are due by 5:00 PM Pacific Daylight Time on Thursday, July 11th.** Electronic submission is required.

JULY 14 – 20, 2025: Internal and Independent Review and Ranking of Proposals.

JULY 29 – AUGUST 6, 2025: The top-scoring proposals will be invited to a virtual 45-minute interview.

AUGUST 11 – 15, 2025: Final selection of Vendor will be made.

AUGUST 15, 2025: Notification of award will be made via email and on the WA 211 website.

AUGUST 29, 2025: The contract and/or amendments will be executed. Vendor must sign a contract by September 1, 2025.

SEPTEMBER 1 - DECEMBER 30, 2025: Start-up and transition.

Please direct any inquiries to the strategicimplementationworkgroup@wa211.org.



Request for Proposal: Consolidated Statewide Contact Center Services

Executive Overview (5000 characters, 1,000 words)

Please describe your organization's interest in partnering with WA 211. Content should include:

- The organizational commitment and positioning to aid in building a revitalized WA 211, including how your organization sees its contribution as a partner in growing 211's impact in Washington.
- The organization's leadership and board of directors' commitment to building 211 services into a valued partner to the statewide crisis ecosystem that includes 988 and 911 with the ability to scale to receive referrals 24/7/365
- The organization's history of providing 211 services in Washington State.
- Current or intended partnerships and collaborations that can be leveraged to help lead and build a sustainable 211 service delivery system.
- Assumptions or variables that may impact scope, schedules, or budget for the RFP response, given that demand exceeds capacity.

Organization Profile

Please be specific and respond primarily to your organization's contact center capabilities rather than the organization's broader mission. The intent of 211 is to streamline operations and ensure consistency throughout the state. If you intend to use subcontractors, please complete and upload this same profile for **each** subcontractor you will be utilizing in the initial contracting period, anticipated to be **September 1, 2025 - June 30, 2026**.

1. Legal Name:
2. Alternate name, if applicable:
3. Share your organizational mission and vision statements

4. Provide the organization's physical address and key contact name, background and contact information.
5. Provide the names, titles, and backgrounds of additional personnel who would manage a relationship with WA 211 (e.g., Contact Center Manager or Operations Manager).
6. List other subcontractors who will be a part of your organization's proposal (i.e., remote workers). All subcontractors must complete an Organizational Profile.
7. If applicable, please describe any outstanding legal, compliance or audit issues impacting your organization currently. **(1,250 characters, 250 words)**
8. What else is important to know about your organizational capacity to meet the challenges faced by WA 211. **(1,250 characters, 250 words or upload explanation to the RFP response.)**

Organizational Overview (2,500 characters, 500 words per question)

Respondents are expected to have experience directly providing contact center services and experience with resource data management services. This RFP is for live agent inbound contact center services at a reimbursable monthly rate of approximately \$65,690/month. This includes reimbursement for Traumatic Brain Injury project calls. We expect a minimum volume of 10,000 answered calls/month, with hours of operation M-F, for a minimum of 6 hours/day. The total amount of the contract is contingent upon available funding, when a single call center will be operational, and when interim contracts with current 211 centers end.

Please use the questions below to describe how your organizational culture and experience will contribute to building a strong 211 service foundation, especially as it relates to current challenges in funding opportunities, serving special populations and in reduced service hours.

1. How do your organization's contact center services advance your organizational mission? Please include any specialty services related to contact centers, such as Crisis, Mental Health, and Housing. Do you have specific contact center expertise for specific populations? (LGBTQIA2S+, older adults, people with disabilities, people experiencing homelessness)

2. Describe your organization's role in the health and human services system in Washington State.

3. Describe your experience or approach in furthering collaborative partnerships. Please describe the team that is responsible for collaboration and who supports these efforts?

4. Describe your relationship with 911 and/or 988 service providers?
5. Describe your vision for furthering a partnership(s) between 911 and 988?
6. Describe your approach to ensuring statewide coverage.
7. When demand exceeds capacity, how will you mitigate/address call volume?

Budget and Reporting Practices (2,500 characters, 500 words per question)

1. Describe your organization's budget process, including the team that builds and approves the budget. Describe your policy for accounting for contact center budget items and calculating indirect costs for contact center services.
2. Describe your experience(s) with federal, state and/or local community-based grants and contracts. Include how invoices are prepared, back-up documentation is tracked, and reports submitted.
3. Describe how cash flow is managed for expenses not yet reimbursed.

Quality Assurance (upload any supporting documentation to RFP response)

1. Describe your expertise in evaluating contact center performance. (5000 characters, 1,000 words)

- a. Describe how you balance between calls getting answered, quality service and staff ability to keep up the pace.
- b. Describe quality assurance monitoring.
- c. Provide specific examples of how data improves overall contact center operations.

(Upload any supporting documents along with the RFP templates.)

- i. Number of calls abandoned
- ii. Average Time to Abandon
- iii. Percentage of calls abandoned
- iv. Average speed of answer
- v. Average call handling time
- vi. Wrap Time
- vii. Occupancy
- viii. Schedule Adherence
- ix. Customer Service Surveys

2. Describe how you utilize disposition codes to understand the workday of your contact center staff. (2,500 characters, 500 words per question)

3. Describe how you determine training needs for individuals and the team. (2,500 characters, 500 words per question)

4.If applicable, how will you specifically handle any subcontractor(s) performance issues? (2,500 characters, 500 words per question)

Budget (see Attachment A, page 5) (upload to RFP response)

Please prepare a budget for September 1, 2025 - June 30, 2026. If you find it helpful, use the budget format provided in attachment A, page 5, adding/deleting as needed. With any budget submitted, please use the Erlang calculator for staffing (see Attachment B 2024 Call Data and Metrics) and use applicable [Inform USA](#) standards for budget rationale, as needed.



Disaster Response (Assuming Adequate Compensation for 211 Services) (3,750 characters, 750 words)

1. Describe your experience in emergency operations support, willingness to expand service during a disaster, including how staff were managed during call volume peaks, power outages, and internet interruptions.
2. Please include the Business Continuity Plan as an upload with this proposal.

Data Security and Privacy (2,500 characters, 500)

Data security and privacy of contact records are key to building trust in the 211 services. Please describe the "internal" tools (firewalls, anti-virus, security training) used within your organization to ensure the integrity of any records or data sets stored within your organization. If a technology security audit has been conducted, please upload with the application.

Conflicts of Interest (2,500 characters, 500 words per question)

Describe any existing or potential conflicts of interest where overlapping business or relationships should be disclosed. A conflict does not eliminate an organization from the RFP process but rather allows for disclosure and conversation to ensure all interests are understood and acknowledged.

Implementation Plan: Timeline: September 1, 2025 – October 1, 2025 (upload to RFP response)

Please attach a high-level project plan and timeline, including your organization's steps to transition from multiple contact centers and implementation to a one contact center solution.

List of Uploaded Attachments to Include

Please label each attachment with title and organization name

- As applicable, subcontractor profiles (use organizational profile information)
- 2024 Contact Center Call Metrics (as described under Quality Assurance Section)
- Organizational Chart
- Proposed Yearly Budget
- Technology Security Audit, as applicable.
- Business Continuity Plan
- References
- High Level Project Implementation Plan
- Past Year Financial Audit and Any Notes Specific to 211 (for current providers)
- Past Year Annual Report

Please direct any inquiries to the strategicimplementationworkgroup@wa211.org.

Attachment A: Budget Format

REVENUE

WA 211 Revenue
Other Grants/Contracts
Other Revenue
Contributions
Miscellaneous

EXPENSES

Call Center Staffing
Live Agents
Supervisors
Manager
Director
Administrative Support
Other Staffing
Benefits
Taxes/Insurance
Fees
Contracted Services
Legal Fees
Professional Fees
SubContracts (related to contact center service)
Contracted
Employment
Supplies and Materials
Office Supplies
Postage
Office Furniture
Rent
Subscriptions
Licensing and Fees
Bank Charges
Phones
Insurance
General Liability
Cyber Security
Travel/Training/Conferences
Travel
Trainings
Conferences

One Time Start Up and Transition Costs

Attachment B: Call Data and January 2024 Call Metrics

2

Yearly Call Metrics						
2024	Calls Delievered	Answered	% Answered	Avg Handle Time		
211	321616	263736	82.00%	8.17		
Type of Contact	Average Number Monthly					
Inbound Calls	20219					
Text	148					
Chat	53					
E-Mail	526					
January 2024 - Busiest Month Call Metrics						
Busy Day Report				Busy Hour Report		
Average calls per week		5975		Day	Sum of Queued Calls	Sum of Handled
Week Day	Sum of Queued Calls	Sum of Handled		8 AM	1053	983
Monday	5109	3715		9 AM	4309	3672
Tuesday	7545	5774		10 AM	4278	3337
Wednesday	6878	5557		11 AM	4211	3236
Thursday	5255	4306		12 PM	3240	2459
Friday	5089	4176		1 PM	3637	2811
Grand Total	29876	23528		2 PM	3966	2976
				3 PM	3374	2502
Queue Time				4 PM	1648	1408
Avg Queue Time	Max Queue Time			5 PM	103	91
16.43	1.04			6 PM	32	30
				Grand Total	29851	23505



WA 211 Fact Sheet

About WA 211

Since 2006, WA 211 has operated as the basic needs' hotline in Washington State. Addressing basic needs is an imperative human service but also serves as a key element in supporting public safety services. WA 211 helps to reduce crisis events, by providing callers with access to basic needs and support before callers are in crisis.

WA 211's Impact

Since launching operations, 211 has provided a "No Wrong Door" point of access to over 5 million people who need help finding local and state human, social and health services.

- 211 averages up to 1,600 calls daily and currently provides over 600,000 referrals annually.
- 211 offers interpreter services in 240+ languages, plus TTY/711 relay services.
- 211 maintains the state's only comprehensive database of current health and human resources, with nearly 30,000 services.

WA 211 is a Critical Partner in Washington State's Crisis Response Ecosystem

The 211 service allows 911 and 988 to divert thousands of calls each year that do not have a life-threatening emergency or need support for thoughts of suicide, substance use concerns, or emotional distress. The 911 system is already overwhelmed by a flood of calls, many of which are not true life-or-death emergencies or urgent public safety threats.

911 and 988 transfer calls daily to 211, in order for 911 to focus on answering calls related to medical emergencies, disasters, fire, crime and for 988 to respond to behavioral health emergencies. 211 supports 988 and 911 callers by quickly addressing social and basic needs that contribute to a mental health crisis and other behaviors that put public safety at risk.

211 has been activated during the COVID pandemic, wildfires, landslides, winter storms, power outages, water contamination, major accidents, excessive heat and cold events, public health advisories, and human caused catastrophes. As part of the Washington Emergency Management Plan 211 acts as a pivotal point of contact for emergency responders, residents, volunteers, and donors. And as part of Disaster Recovery, 211 offers information and referrals to long-term assistance organizations, FEMA assistance and the SBA.

Frequently Asked Questions

1. *What type of contacts are there currently through the 211 system?*
 - Inbound Calls, Text, Chat and Email are currently being processed through the 211 system.
2. *What are the expectations in light of demand exceeding capacity with the understanding that service level benchmarks will be mutually decided as the implementation rolls out?*
 - 50% average calls answered in FY 24, approximately 10,000 calls/month.

- WA 211 will work with contact center to implement strategies like AutoSummary to help reduce live agent time spent writing summaries.
3. *Is there an auto renewal after the year one contract term ends, June 30, 2026?*
 - Yes, an auto renewal is anticipated after the contract ends and/or until such time as additional funding requires new contract terms.
 4. How will a transition period be supported by existing contract centers from July 1, 2025 through implementation of the one contact center model in September/October 2025?
 - Existing contact centers will receive transition contracts in mid-June for services to begin July 1 – September 30, 2025.
 5. *How will resource data be managed and curated during transition and the new contract year?*
 - Beginning July 1, 2025, the database management and curation has been awarded to one organization. Specific updating and inclusion protocols will be shared with existing contact centers to ensure a smooth data management transition from the seven contact centers to one organizational approach.
 6. *Who are the current technology vendors?*
 - Telephony System: InContact
 - Call Management: VisionLink
 7. *What services will WA 211 provide in support of the contact center operations?*
 - Telephony system and call management licensing and technical support (NICE CXone and VisionLink)
 - Resource data management and data sharing
 - Revenue generation and partnership development
 - Marketing/Advertising/Community Outreach
 - Advocacy
 - Report generation and quality management
 - WFM (Workforce Management)
 - Inform Learn, training platform
 - A public facing resource search at wa211.org.
 8. *How should quality be viewed, considering, demand exceeds capacity? What are the most important quality aspects to uphold?*
 (Inform USA Standards and Quality Indicators for Professional Information and Referral - Version 10.0, officially released in July 2024), are the foundation of service delivery and the prime quality benchmark for 211 service. If the standards cannot be met, due to financial constraints, please include an explanation with the RFP response with any suggestions on how to approach the deficit. WA 211 is committed to working with the contact center whenever adjustments are needed during this transition period of decreased funding.

9. *Will existing contact centers that leverage the 211 dialing code or point 8xx numbers to 211, be able to continue leveraging the 211 infrastructure and how will that work?*

Yes, existing contact centers who are not awarded the transition contract will be able to continue utilizing WA 211 infrastructure. A cost sharing formula will be used based on number of calls, length of call and any time associated with report preparation by WA 211. Those contact centers that currently do not point an 8xx number to 211, will need to work with WA 211 on a method to capture calls directed through the 211 infrastructures.

10. *Are any other funds available (or anticipated) within the initial contract period?*

Yes and they are included in the monthly reimbursement. Revenue generation efforts are ongoing from a variety of sources.