

STATE OF ALASKA

Department of Natural Resources
Division of Support Services



Online Reservation System for Alaska State Parks

RFP 10-016-20

Addendum 2

July 14, 2020

This addendum is being issued to answer questions from vendors, make changes to the RFP, and provide a revised cost proposal form.

Important Note to Offerors: You must sign and return this page of the addendum document and complete the revised cost proposal form with your proposal. Failure to do so will result in the rejection of your proposal. All other terms and conditions of the RFP remain the same.

Questions to these answers must be received by 2:00 p.m. Alaska Time July 17, 2020. Questions asked after the due day will not be accepted.

Shawn M. Olsen

Procurement Specialist III

Phone: (907) 269-8687

Email: dnr.ssd.procurement@alaska.gov

COMPANY SUBMITTING PROPOSAL

AUTHORIZED SIGNATURE

DATE

Questions submitted by offerors and answers from the State:

Question 1: What are the top qualities Alaska State Parks is looking for from a vendor and their solution?

Answer 1: Many of these things are addressed in the RFP, but to succinctly sum it up: responsiveness, flexibility, and an up-to-date user-friendly program on both the public facing side and backend.

Question 2: What are the top challenges that Alaska State Parks faces with the current solution?

Answer 2: The top challenge is the system itself. It is difficult for people to maneuver through the system and we get many calls regarding it not working properly or not being able to find what they need. In addition, there are some features that we would like that the current solution cannot accommodate.

Question 3: What are the key strengths with the current solution that Alaska State Parks want to maintain?

Answer 3: We have worked toward an effective communication system (via emails and weekly check-ins), and they have done a great job of training us to do reports and make changes on the backend. That access and flexibility is key to a positive working relationship.

Question 4: What is the current payment processor used by Alaska State Parks?

Answer 4: ACH payment two times a month.

Question 5: Can a sample Quarterly Usage Report be provided?

Answer 5: Yes, we will provide. In lieu of a quarterly report we have provided a two-week report to give an example of what data we will look for in a quarterly report. Document title is “half month transactions June2020 transactions”: tab title “converted to Summary by facility”

Question 6: Is there a technical requirement for an accounting transmittal file?

Answer 6: Yes, there is a requirement. We need detail by order with an index key for each product and type of revenue to use to crosswalk to our accounting system. This information needs to be transmitted in an electronic format at the same time as the payment via ACH. The information is currently sent via an excel Spreadsheet via email after ACH is processed on their end. Reserve America Sample Data File is provided as an attachment.

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Question 7: Will any booking data need to be imported into the new reservation system?

Answer 7: Yes. We allow bookings seven months out and would need to transfer all the bookings that are in the current system into the new system.

Question 8: Are bookings supported on a rolling reservation window, or does each season start with a reservation launch date?

Answer 8: It is a rolling reservation window, open to booking seven months out.

Question 9: Will any gift card data need to be imported into the new reservation system?

Answer 9: No.

Question 10: Are gift card balances managed by the current payment processor?

Answer 10: We do not currently have a gift card system.

Question 11: Are vendors required to mail a hard copy of their proposal, or will email submissions suffice?

Answer 11: See Sec. 1.07, first paragraph below the addresses. Email submissions are preferred.

Question 12: Can center call volumes be provided for the 2019 operating season? Preferably daily if available.

Answer 12: We don't have a call center with our current contract. Calls are made to our main office, regional offices, our two Public Information Centers in Fairbanks and Anchorage and online. We do not track those calls. Our best **guesstimate** is approximately 30 calls per day during peak months, with approximately 4000 call annually? All reservations are made online, calls and emails come from questions or issues. It is difficult for us to keep up with these calls which is why we would like to go to a call center with our reservation agency.

Question 13: Can Help desk call volumes be provided for the 2019 operating season? Preferably daily if available.

Answer 13: We do not track these numbers. (see above answer to #12).

Question 14: Page 10: Is DNR requesting a vendor managed call center service to manage inbound call based reservations and associated transactions?

Answer 14: DNR is requiring the awarded contractor to provide a call center to assist end users with reservation specific questions or help making reservations.

Question 15: Page 10: Can you expand on “set parameters” and provide an example?

Answer 15: E.G.: If we wanted to run a report of our regular clients and the frequency of when they book. We are considering a “frequent user” system such as once someone books 10 cabins, they receive a coupon for a discounted cabin. We are also looking at dynamic pricing based on occupancy and seasons.

Question 16: Section 1.02 states this will be a **NO COST** contract and that there is no budget or funding available. It is very clear that the State of Alaska is looking for a solution to pass the fees/subscription onto the consumer however, is there also **zero** budget allocated for implementation/training?

Answer 16: That is correct. There is zero budget allocated for implementation/training.

Question 17: Section 1.02 also indicates proposals requiring the State to pay for contracted services will be considered non-responsive and will be rejected. If a vendor was to come lessor in cost (added up all transaction costs passed over to the customer) will the proposal still be rejected?

- e.g. \$589,781.00 @ 5% transaction fee = ~\$29,489.00 in fees passed onto the customer yearly or;
- \$10,800 annually with no transaction fee (Vendor’s preferred pricing model)

Answer 17: The State of Alaska cannot accommodate an annual payment with our current system. We need the vendor to process the payment, retain the transaction fee, and may bi- monthly revenue payments to our finance office.

Question 18: Section 3.01b (2) indicates the ability to migrate data from a website or existing reservation system if needed. Is this a requirement and if so, what data is the State of Alaska requiring?

- What types of data?
- How many years is required to be migrated?

Answer 18: The data we are referring to is reservation data (we open bookings seven months out), and current content (see question #7).

Question 19: Section 3.02 indicates roughly two months of implementation. What are the factors contributing to this timeline and length of implementation?

Answer 19: Our current contract ends on December 31. If we award a new contract to a new offeror, this time allows for building a system or migrating information into a new system. We allow bookings seven months out, so clients are now booking January and February, and March opens beginning August 1. All bookings made prior to the transition will need to be populated in the new system. This time will also allow for some staff training on our end.

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Question 20: PAGE 9; SEC. 3.01, paragraph 2: You indicate under the current contract that all fees are paid to the current contractor, the contractor keeps their transaction fees and pays profits to Alaska State Parks twice monthly. Is the State open to receiving ALL funds and paying the contractor monthly via invoice?

Answer 20: No, as the Parks doesn't really have a mechanism or authorization to pay "expenses" on cabin rental revenue processing.

Question 21: PAGE 9; SEC. 3.01, paragraph 2: Is the State open to breaking out call center services and paying for them separately if a financial benefit of doing so can be demonstrated? Another option could be to charge callers a telephone booking fee, since these are the most expensive reservations. If we can drive reservations to online, it reduces this high human resources expense.

Answer 21: See Changes to the RFP, page 12, Revised Cost Proposals.

Question 22: PAGE 9; SEC. 3.01, paragraph 2: Can you provide a daily breakout of call center minutes? Ideally this would identify hourly intervals during the day so we can see when you are busiest – understanding that the human resources cost of the call center is one of the largest expenses to be covered in a reservation system. NOT having this detail is detrimental to effective cost analysis and pricing.

Answer 22: We don't have a call center currently. Please see answer to question #12. We do not anticipate multiple staff to be hired for the call center, an agency could have one person available for call or live chat during the requested hours to help clients with system issues. We will have staff available to answer questions specific to Alaska from 9 am to 5 pm Monday through Friday. Call Center Costs have been included in the cost proposal form, see Changes to the RFP page 12. The preference is for people to book online when possible and if having issues, to be able to contact a person to help them trouble shoot their issue, this can be provided via live chat or by phone.

Question 23: PAGE 9; SEC. 3.01, paragraph 4: Does the intent of this sentence include offering the services of concessioners and other tourism contractors through the system in addition to the State's own inventory of reservable elements?

Answer 23: Potentially, but the purpose of this sentence is to allow for the opportunity to charge fees (commercial operator fees, yearly day-use parking, and boat launch decals) through the same system. It is not required, but we would like to know if this is an option.

Question 24: PAGE 11; bullet 3 at top of page: Is this intended to adjust pricing for in-state residents vs out of state residents, or is there something different intended here? Can you please describe?

Answer 24: That is exactly what is intended. We would like the option of reducing prices for Alaska residents during certain months.

Question 25: PAGE 11; bullet 6 at top of page: Can you describe more fully what is meant by “ability to recognize and track parks issued camping passes.”

Answer 25: We have a Disabled Veteran (DAV) camping pass decal that is issued every other year for those who qualify, and this pass is associated with their decal number. We would like to track those that use disabled veteran camping passes for online reservations to ensure proper usage and prevent fraud. You can find our DAV guidelines here: <http://dnr.alaska.gov/parks/asp/vetpass.htm>

This feature will be more applicable once we get all camp sites online.

Question 26: PAGE 11; ITEM b.8): Is the State anticipating that the cost of this will be built in to reservation and other fees, or that it will be broken out as a separate line item in the proposal?

Answer 26: Built in, if this is something the offeror is able to offer.

Question 27: PAGE 14; SEC. 3.07 paragraph 1: Can you provide an example of the specific report to which you are referring?

Answer 27: This answer is commensurate with Question #5 and an example will be provided.

Question 28: From the RFP Document I was not able to identify the budget allocated from your end for the project. If you can provide a ballpark range that would be helpful for us. If you can't reveal the exact budget, could you let us know, contract amount with the previous development firm and the duration of that contract?

Answer 28: See page 4, Sec. 1.02 Budget, and page 9, Sec. 3.01 Scope of Work, second and third paragraph.

Question 29: Can you share detailed qualification criteria for partner selection?

Answer 29: See page 4, Sec. 1.04 Prior Experience, pages 18 – 19, Section 4 Proposal Format and Content, and pages 20 – 21 Evaluation Criteria and Contractor Selection.

Question 30: Any other details about the project that we should be aware of before bidding on this contract.

Answer 30: No.

Question 31: Are startup companies with experienced and qualified individuals welcome for the RFP?

Answer 31: See page 4, Sec. 1.04 Prior Experience, and page 18, Sec. 4.06 Experience and Qualifications.

Question 32: Can we have any extension period between initial phase to production phase?

Answer 32: The period between initial and production phase is flexible as long as the go-live date is January 1, 2021.

Question 33: “7. Transactions must be available through Web, Call Center, and Mobile applications with potential future expansion to Field sales channels;”

- Are you expecting the vendor to provide Call Center services for Payment services only or is the scope beyond that?

Answer 33: We are asking for someone to be available to help with user interface or account issues, as well as payment services. A call center could be offered but we realize that additional costs are associated with that, so it would have to be absorbed into the transaction fee(s).

Question 34: “ability to set pricing based on zip code of billing address or set parameters”

- What other parameters does this system need to set pricing?

Answer 34: See answer to question #15.

Question 35: Is the vendor expected to provide a call center, or do Alaska State Parks have an in-house call center?

Answer 35: Please refer to answers of Questions #12 and #22.

Question 36: If a proposal is submitted via email, is a hard copy also required?

Answer 36: The preferred submission of proposals is via email. If proposals are submitted via email, hard copies are not required.

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Question 37: What the top three business challenges/objectives Alaska State Parks is focused on over the next 1 to 3 years?

Answer 37: See answer to question 2. DNR objective is to award a qualified contractor that can provide a high level of service in a reservation system for the 84 public use cabins, 47 pavilions and facilities, 11 seasonal ice huts, and a portion of current campsites from 76 campgrounds owned and maintained by the Division of Parks and Outdoor Recreation. The goal of this project is to continue providing our customers a user-friendly online reservation system that is responsive to their needs, offering an efficient and accessible way to reserve and manage the above-mentioned assets. Our main objective is to maximize our resources and a quality user-friendly system is crucial to meeting that objective.

Question 38: Scope of Work states, *“The intent of the RFP is to award a qualified contractor to provide an online reservation system for the 84 public use cabins, 47 pavilions and facilities, 11 seasonal ice huts, and a portion of current campsites from 76 campgrounds owned and maintained by the Division of Parks and Outdoor Recreation.”*

- How many campsites does this entail?
- Please advise – average occupancy of these sites by season for the past three seasons.

Answer 38: We currently have approximately 2500 campsites across the state and about 600 of those are managed by a concessionaire contract, which leaves approximately 1900.

The grid below reflects the occupancy of campsites and PUCs that are reservable on Reserve America. Availability is based on weather and reasons beyond our control (such as wildfires). It is important to note that some campgrounds and PUCs have very low occupancy that bring the occupancy numbers down. This is due to location and access issues.

Year	Days Available	Days Occupied	Percent (%)
2018	38,315	12,699	33.14%
2019	48,097	13,997	29.10%
2020 (so far)	20,420	7,538	36.91%

Question 39: Page 10 – 1. Requirement Item a. 7): *Transactions must be available through Web, Call Center, and Mobile applications*

- Is the call center in-house at Alaska DNR, or is the vendor to provide call center services?
- Monthly call volumes and average call time:
 - 2018
 - 2019
 - 2020 to date

Answer 39: See answers to 12 and 22.

Question 40: Please provide the annual profits paid to Alaska State Parks by Aspira by calendar year:

- 2016
- 2017
- 2018
- 2019
- 2020 to date
- What is formula for calculating profits paid to Alaska State Parks?
- What is the average profit per transaction paid to Alaska State Parks?
- How much of the total fee collected from the customer does Reserve America keep?

Answer 40: Annual profits for 2018, 2019, and 2020 to date are provided. Reserve America receives the money for all transactions, they retain the transaction fees and send the remainder of the profits to the State of Alaska via ACH (auto deposit) every two weeks. See attachment “2018-2020 Fee Analysis Reports”

Question 41: Please provide name of the state’s credit card processor.

Answer 41: The State of Alaska does not process the credit card transactions. The contractor manages the credit card transactions.

Question 42: Reference RFP p. 11 Item b. 3) *“Prefer an established user base interested in Alaska locations;”* Please clarify meaning.

Answer 42: The contractor should ideally have 1) experience, and 2) an interest and knowledge in Alaska’s unique differences as it pertains to public use cabins, campgrounds, and access.

Question 43: Reference RFP p.12 Item 2. – *...in calendar year 2018 Reserve America fee for cabins and ice fishing huts only - \$8.05/transaction. (7011 reservations x \$8.05 = \$56,438)*

How many reservation transaction were processed in:

- Calendar year 2019?
- Calendar year 2020 to date?

How many modifications to which a fee was applied were processed in:

- Calendar year 2018
- Calendar year 2019
- Calendar year 2020 to date

How many cancellations to which a fee was applied were processed in:

- Calendar year 2018
- Calendar year 2019
- Calendar year 2020 to date

Answer 43: See attachment “2018-2020 Fee Analysis Report”

Question 44: Reference RFP p. 20, Sec. 5.02, Item 2). *To what extent does the offeror's system meet the requirements shown within Section Five (Scope of Services) of the RFP?* Please clarify the RFP section and item(s) this refers to. Other than in the referenced statement, we are not finding either of the following in the RFP:

- "Section Five"
- "Scope of Services"

Answer 44: See Changes to the RFP on page 11 of this addendum.

Changes to the RFP:

Change 1: This portion of Sec. 5.02 Methodology used for the Project is deleted in its entirety:

- ~~2) To what extent does the offeror's system meet the requirements shown within Section Five (Scope of Services) of the RFP?~~

And is replaced with:

- 2) To what extent does the offeror's system meet the requirements shown within Section 3 Scope of Work & Contract Information of the RFP?

ATTACHMENT 1

REVISED COST PROPOSAL FORM

Offerors must enter their costs below and submit one copy in accordance with the proposal submission requirements contained in Section 1.07 of this RFP.

The quantities of reservations and cancellations are for evaluation purposes only. The State does not guarantee any amount of transactions under a contract resulting from this RFP.

Costs submitted below must represent what the offeror will charge the customers to provide the online reservation services meeting the requirements described in this RFP.

The **Unit Cost** shown below in the cost proposal shall be the firm term cost (“fees”) charged to customers, in the resulting contract.

The **Extended Cost** shown below in the cost proposal is the cost the State will use to evaluate cost for award of points as set out in SEC. 6.15 Formula Used to Convert Cost to Points.

Item	Description	Unit Cost	Quantity	Ext. Cost (Unit X Qty)
1	Fee charged to customer for initial reservation	\$_____	7,100	\$_____
2	Fee charged to customer to cancel a reservation	\$_____	500	\$_____
3	Fee charged to customer to modify a reservation	\$_____	500	\$_____
4	Fee charged to customer for using call center to make, cancel, or modify a reservation	\$_____	3000	\$_____
5	Total Cost (add the extended cost for items 1, 2, 3, and 4)			\$_____

OFFEROR INFORMATION

Company Name: _____

Physical Address: _____

Mailing Address: _____

Company Website: _____

Contact Name: _____

Contact Telephone Number: _____

Contact Fax Number: _____

Contact Email Address: _____

By signature on this cost proposal form, the offeror certifies that this price proposal was independently arrived at without collusion and includes all costs required to provide the services as described in this RFP.

Offeror's Authorized Signature

Date

Printed Name

Title