

# REQUEST FOR PROPOSALS

## COMPREHENSIVE RESERVATIONS AND POINT-OF-SALE SYSTEM

### AS19032

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**Amendment: Golf reservations/tee sheet and golf course POS requirements are no longer part of this RFP. Do not respond to any of the Golf references.**

This Request for Proposals (RFP) is issued by the Utah Division of Purchasing (the Division) on behalf of the Department of Technology Services for the Department of Natural Resources – Division of Parks and Recreation, collectively the State, to seek competitive Proposals for a comprehensive reservations and point-of-sale system, AS19032 (the Project). A complete and responsive Proposal will contain all required elements detailed in this Request for Proposals (“RFP”). This RFP is issued and administered pursuant to authority provided in Utah Code § 63G-6a-Part 7 and the applicable administrative rules. The Contract will be procured using best value as a basis of selection, taking into consideration the price and evaluation criteria identified herein, following the process identified in this RFP.

Following Definitions apply to this solicitation:

**Event (vs. Reservation):** A one-time event for a shorter amount of time than is normally used for reservable campsites within a particular UDPR-managed area.

**Fiscal Year (FY):** July 1 through June 30.

**Point of Sale (POS):** System used to create and track revenue transactions generated from the sale of goods, services, or merchandise on-site at a park location.

**Rentals:** any physical item that can be rented by a customer; also includes those items included within the definition of reservable campsites.

**Reservable Campsite:** all facilities able to be reserved; includes but is not limited to: individual campsites, group campsites, shelters, cabanas, cabins, yurts, teepees, tents, community buildings, meeting rooms, marina slip, and environmental education facilities.

**Reservation:** To reserve a reservable campsite for a specific period of time.

## I. EXECUTIVE SUMMARY

### The State's Background

State of Utah Division of Parks and Recreation (hereafter "UDPR") manages 44 state parks, museums, and recreation areas offering a variety of recreational and educational opportunities to the public.

An estimated 6.4 million people visited a UDPR-managed area in calendar year 2017. UDPR is tasked with managing the following:

- 44 state parks, museums, and recreation areas, 34 of which offer camping
- 2,614 reservable campsites
- Five 18-hole golf courses and one 9-hole course
- Five park marinas that offer long-term marina slip rentals

	<b>Total Reservations</b>	<b>Reservation Revenue</b>	<b>POS Transactions</b>	<b>POS Revenue</b>	<b>Total Revenue</b>
<b>FY2017</b>	88,084	\$ 5,052,221	824,250	\$ 14,802,150	\$ 19,854,371
<b>FY2018</b>	97,631	\$ 6,052,956	903,495	\$ 17,275,945	\$ 23,328,901

UDPR field employees are the primary users of the current comprehensive reservation and point of sale system.

Current UDPR reservation system can be viewed at:  
<https://utahstateparks.reserveamerica.com/welcome.do?tti=Home>

### **Problem Statement**

The current contract is expiring March 12, 2019. Utah Procurement Code requires a competitive procurement.

### **Expectations for Deliverables**

- Real-time web-based reservation system
- Point-of-sale capability at park locations
- State of Utah has an exclusivity clause for merchant services and payment processing through J.P. Morgan Chase Paymentech
- Support services for customer users and UDPR employees
- Reporting, metrics, and data accessibility
- Provide all hardware and software
  - Meet all State of Utah Department of Technology Services requirements

### **Project Goals**

UDPR wants to enter into a contract for a comprehensive system that includes reservations, event registrations, and point-of-sale (POS).

## **II. PROCUREMENT PROCESS**

### Proposal Acceptance

The Proposal shall consist of a Technical Proposal and Price Proposal. The Technical Proposal contents are set forth in Attachments D-1, D-2, and D-3. The Proposal evaluation will be based on both Pass/Fail criteria and a combined evaluation of price and technical evaluation criteria. Offerors will also be evaluated on their interviews with the State. The Price Proposal contents are set forth in Attachment C.

### **Pre-Proposal Meetings**

A pre-proposal process meeting will be held on September 11, 2018 at 2:00 PM (Mountain Time) with the Division of Purchasing to provide information to Offerors regarding this procurement process. Please RSVP to [aschliep@utah.gov](mailto:aschliep@utah.gov) by Tuesday, September 11, 2018 at 10:00 a.m. (Mountain Time).

A pre-proposal Q&A session will be held on September 13, 2018 at 2:00 PM (Mountain Time) with the State to provide an opportunity for Offerors to ask questions related to the content of this RFP. Please RSVP to [aschliep@utah.gov](mailto:aschliep@utah.gov) by Thursday, September 13, 2018 at 10:00 a.m. (Mountain Time).

All pre-proposal meetings will be recorded and posted as amendments to the RFP.

### Examination of RFP

It is the sole responsibility of the Offerors to examine, with appropriate care and diligence prior to submitting its response to the RFP, the RFP and all conditions which may in any way affect its response or performance under the Contract (if awarded).

### Number of Anticipated Contracts

The State intends to award a single contract to the Offeror that has the highest total combined score.

### Project Budget

The awarded Offeror will be compensated through the reservation transaction fees charged to UDPR customers. The current State contract allows the vendor to retain a portion of each reservation and cancellation transaction.

The State may amend the awarded contract at any time to include additional funds not contemplated at the time of this solicitation, including receiving additional funds for the awarded Offeror's value add-ons, additional federal or state funding, etc.

### Anticipated Schedule

The following is the anticipated schedule for this procurement. The Division reserves the right to

alter these dates. All deadlines are prevailing (Daylight or Standard) Mountain Time.

<b>ACTIVITY</b>	<b>DATE</b>
RFP issued	September 7, 2018
Offeror Webinar Google Meeting	September 11, 2018 @ 2:00 PM Mountain Time
Offeror Pre-Proposal Question and Answer meeting	September 13, 2018 @ 2:00 PM Mountain Time
Deadline for Questions during the Question and Answer Period	September 21, 2018 at 2:00 PM Mountain Time
RFP Offeror Submittals Due Date	September 27, 2018 at 2:00 PM Mountain Time
Interview	October 4, - 5, 2018 (Times to be announced)
Identification of Potential Awarded Offeror	October 5, 2018
Clarification Kick Off Meeting (on site)	October 15, 2018 (Time to be announced)
Signing of Contract	Tbd
Anticipated authorization to proceed	Tbd

Offerors are required to meet the dates set for the meetings and the information submittal outlined in the summary sheet. Failure to meet these dates may result in the proposal being considered non-responsive.

#### Offer Forms

Offers shall include the following Offer Forms completed accurately, in the format provided and according to any instructions contained within the form. Failure to follow Offer Form instructions may result in disqualification.

<b>Attachment</b>	<b>Form</b>	<b>Section that Describes Form</b>	<b>Value</b>
Attachment A	RFP Cover Page, Declaration & Checklist	<b>IV.1.a</b>	Pass / Fail
Attachment B	Key Personnel Proposal Form	<b>IV.1.b</b>	Pass / Fail
Attachment C	Price Proposal Form	<b>IV.1.c</b>	Pass / Fail
Attachment D	Project Capability Submittal (LE, RA, VA) Checklist and Format	<b>IV.1.d</b>	Pass / Fail
Attachment D1	Level of Expertise (LE) Plan	<b>IV.1.d</b>	Value
Attachment D2	Risk Assessment (RA) Plan	<b>IV.1.d</b>	Value

Attachment D3	Value Added (VA) Plan	<b>IV.1.d</b>	Value
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### Submitting a Response

All proposals must be submitted electronically through SciQuest. It is the Offeror's responsibility to ensure that they have completed all requirements, read and reviewed all documents, submitted all required information, uploaded all required forms, and submitted their proposal prior to the closing time. Even if an Offeror completes all sections, but does not submit their proposal, the State of Utah Division of Purchasing will not be able to receive their proposal and they will be deemed non-responsive.

**All proposals are due no later than 2:00 PM Mountain Time, September 27, 2018. Late proposals shall not be accepted.**

All materials submitted become the property of the State unless otherwise requested by the Offeror in writing at time of submission.

Materials may be evaluated by anyone designated by the State as part of the evaluation committee.

All costs incurred in the preparation and presentation of the proposal response will be paid entirely by the Offeror. Any costs incurred in making necessary studies or designs for the preparation will be paid entirely by the Offeror.

### **III. PROPOSAL EVALUATION**

To determine which proposal provides the best value to the conducting procurement unit, the evaluation committee shall evaluate each responsive and responsible proposal that has not been disqualified from consideration under the provisions of Part 7 of Utah Code 63G-6a, using the criteria described in this RFP.

An evaluation committee will evaluate and score the responses to the RFP based on the information provided in each response and the State's evaluation of the Offeror's understanding of the objectives of this project. The State may elect to contact listed references to gather information specific to their past history with the Offeror's firm.

Proposals will be reviewed based on the five criteria listed below. These points have been evaluated as critical qualifications to the success of the project.

<b>No.</b>	<b>Rating Criteria</b>	<b>% Weighting</b>
1	Level of Expertise Plan (LE)	35
2	Risk Assessment Plan (RA)	10
3	Value Added Plan (VA)	10

4	Interview	15
5	Price Proposal Form	30

### Scoring Methodology

Offerors' responses to all of the rating categories, except price, will be scored using the following methodology:

1 = Fail, the proposal fails to address some or all of the requirements; fails to accurately address some or all of the requirements, or fails to demonstrate they can perform

2 = Unsatisfactory, the proposal addresses the requirements or criteria in the RFP unsatisfactorily

3 = Satisfactory, the proposal addresses all requirements or criteria in the RFP satisfactorily

4 = Good, the proposal addresses all requirements or criteria in the RFP and may exceed some

5 = Excellent, the proposal addresses all requirements in the RFP and exceeds them

For purposes of this solicitation, the requirements Offerors must demonstrate in Attachments D1, D2, and D2 are experience and high performing results with supporting or verifiable metrics.

Offerors that have demonstrated experience but was poor performing results with supporting metrics will receive a 1 or 2.

Offerors that have no experience or experience with no demonstrated or verifiable metrics will receive a 3.

Offerors that have experience and demonstrated high performing results with supporting or verifiable metrics will receive a 4 or 5.

The evaluation team will provide a score using the above mentioned methodology using the following:

1 point – Offeror has demonstrated experience but was poor performing with supporting metrics (this equals a 1 or 2)

5 points – Offeror has no experience or experience with no demonstrated or verifiable metrics (this equals a 3)

10 points – Offeror has experience and is high performing with supporting or verifiable metrics (this equals a 4 or 5)

Evaluation of the Price Proposal Form will be the Offeror with the lowest cost proposal will receive all 10 points available. The State reserves the right to reject any Proposal if it determines that the Price Proposal is significantly unbalanced to the potential detriment of the State.

## Description of Submittal Process and Evaluation Process

### *Questions Regarding Solicitation*

All questions must be submitted through SciQuest during the Question and Answer period.

The Question and Answer period closes on the date and time specified on SciQuest. All questions must be submitted through SciQuest during the Question and Answer period. Answers from the State will be posted on SciQuest. Questions may include notifying the State of any ambiguity, inconsistency, scope exception, excessively restrictive requirement, or other errors in this RFP. Questions are encouraged.

Questions may be answered individually or may be compiled into one document.

Questions may also be answered via an addendum. An answered question or an addendum may modify the specification or requirements of this RFP. Answered questions and addenda will be posted on SciQuest. Offerors should periodically check SciQuest for answered questions and addenda before the closing date. It is the responsibility of the Offerors to submit their proposals as required by this RFP, including any requirements contained in an answered question and/or addenda.

### *Submittal Process*

To ensure that a proposal is complete and addresses all key RFP issues, proposals must adhere to the following format.

Proposals shall be organized into the following sections, in the order listed, and inclusive of all requested information:

- a) RFP Cover Page, Declaration and Checklist - Offerors will prepare and submit the RFP Cover Page, Declaration and Checklist – Using Attachment A, complete the forms.
- b) Key Personnel – Using Attachment B, complete the Key Personnel Proposal Form. The Offerors shall provide the name of the Primary Project Lead (the personnel must be the person who will be interviewed if shortlisted) that the Offerors propose to provide services pursuant to a resultant contract.
- c) Price Proposal Form – Using Attachment C, complete the Price Proposal Form. The price proposal form must provide the cost proposal based on the percent of total system revenue that State Parks will pay to the awarded offeror. The total price does NOT include value add-ons.
- d) Project Capability (PC) Submittal - The Project Capability Submittal has three components; Level of Expertise Plan (LE), Risk Assessment Plan (RA), and Value-Added Plan (VA). See Attachments D, D1, D2 and D3.
  - i. Purpose of PC Submittal
    - (i) Assist Division in prioritizing Offerors submittals based on their expertise and ability to understand and deliver the deliverables for the project.
    - (ii) Provide high performing Offerors the opportunity to differentiate themselves

from their competitors due to their experience and expertise by using verifiable performance metrics and previous performance results.

- ii. **PC Submittal Format Requirements**
  - (i) PC submittal must **NOT** contain any names that can be used to identify who the Offerors are (such as firm names, personnel names, Project names, or product names).
  - (ii) A PC proposal template is included in this RFP. This document must be used by all Offerors. Offerors are NOT allowed to re-create, re-format, or modify the template in any manner. Offerors must type their responses on the Word template provided.
  - (iii) Failure to comply with any of the PC format requirements may result in disqualification.
  - (iv) The PC submittal shall not contain any marketing information. The submittal should be used to prove to the State that the Offeror has expertise for the specific project being proposed on.
- iii. Overview of the Level of Expertise Plan - The Level of Expertise Plan is to allow Offerors to differentiate themselves based on their technical capability and understanding of the State's specific needs. Offerors should identify high performance claims based on their expertise and experience supported by verifiable performance metrics that show the capability to this specific project environment and requirement. All cost associated with technical capabilities listed in the LE plan must be included in the price proposal form. (See Attachments C and D1).
- iv. Overview of the Risk Assessment Plan - Offerors should list and prioritize major risk items that are caused by other stakeholders on this project that could cause the Offeror's "vision" or "plan" to deviate or not meet the expectations of the client (i.e., risks that the Offeror does not control). This includes sources, causes or actions that are beyond the scope of the contract that may cause cost increases, delays, change orders, or dissatisfaction to the State. Do not include in this submittal any risks caused by a lack of the Offeror's technical competency. The risks should be described in simple and clear terms so that non-technical personnel can understand the risk. Offerors must also explain how they will mitigate, manage, and/or minimize the risk. The supporting performance information can include how many times the risk was previously mitigated, and the impact on the performance on the project in terms of customer satisfaction (see Attachment D2).
- v. Overview of the Value-Added Section - The purpose of the Value-Added Plan is to provide Offerors with an opportunity to identify any value-added options or ideas that may benefit the State. These options or ideas may also be referred to as additional or optional services. Where applicable, the Offeror should identify: 1) what the State may have excluded or omitted from its scope; and 2) how these options or ideas have been successful through verifiable performance information of previous projects. The Offeror should list the cost and time impact of its options or ideas. The ideas identified in the Value-Added Plan must NOT be included in the Offeror's Price Proposal Form. (See Attachment C and D3).

- e) Interviews - The Offerors will be required to participate in a 30-minute interview. The State selection committee will interview only the Offeror's project lead. Interviews may be held either in person or via an electronic method (by telephone, Google Hangouts, etc.)
- f) Clarification Phase - The potential best-value Offerors will be required to perform the Clarification Phase functions outlined in Attachment E. The intent of this period is to allow the Offerors an opportunity to clarify their proposal, address any issues or risks, allow The State to add any concerns, and to prepare a Clarification Phase document. If the State cannot come to an agreement with the potential best-value Offeror then the State may move onto the next best-value Offeror.

#### **IV. Award**

After the evaluation and final scoring of proposals is completed, the State shall award the contract as soon as practicable (subject to the requirements of Utah Code Section 63G-6a-708) to the eligible responsive and responsible Offeror, subject to Utah Code Section 63G-6a-709(2), provided the RFP is not canceled in accordance with Utah Code Section 63G-6a-709(2)(b).

The State will notify each Offeror of the State's selection in writing.

- a. The State reserves the right to reject any or all proposals and to award to more than one Offeror and to other than the lowest-priced Offeror. The decision of the RFP award(s) by the State is final.
- b. The State at its sole discretion may decide to take no procurement action as a result of the RFP and/or may re-issue all or portions of the RFP.
- c. The State reserves the right to accept or reject without consideration proposals that do not address the full requirements of the RFP or that do not reach the designated address and contact before the proposal due date and time identified.

The final award(s) is dependent upon the Offeror's Scope of Work (SOW) being acceptable to the State. Proposal responses and contents provided by the Offeror will be considered contractual obligations. Any existing agreements with the selected Offeror are construed as representative of minimum terms and conditions between the State and the Offeror. Any new or unique requirements as a result of the RFP response can be added or amended, at the State's sole option, to the existing agreements. It should be understood that obligations of confidentiality will be an important condition of any resulting contractual arrangement. The selected Offeror and all employees performing duties on this project will be required to keep all aspects of this project in confidence.

The awarded Offeror's performance will be tracked through the Weekly Risk Report System (See Attachment F).

#### **V. Length of Contract**

It is anticipated that the awarded contract will have a term of 10 years.

