

Administrative Information:

PROCUREMENT TIMETABLE—Event or Action:	Date/Time (Central Time):
State Posts Notice of RFP on TSB website	November 20, 2015
State Issues RFP	November 24, 2015
Vendors' Conference (MANDATORY TO ATTEND) <input checked="" type="checkbox"/> Yes	December 7, 2015 9:00 – 10:30 AM Central Time
<p>Location and Address:</p> <p style="text-align: center;">DNR Wallace Building, 2nd Floor Conference Room 2 North 502 East Ninth St. Des Moines, IA 50319</p> <p>Potential bidders may participate by videoconference by making arrangements NO LATER THAN 4 days in advance with the Issuing Officer. If a potential Vendor will appear in person and a map is needed, please contact the Issuing Officer.</p>	

Is Vendors' Conference mandatory? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Written questions, requests for clarification, and suggested changes from Contractors due	December 16, 2015
Lead Agency's written response to questions, requests for clarifications, and suggested changes	January 7 , 2016
Vendor Bid Proposals Due	January 26, 2016 3PM Central time
Anticipated Date to issue Notice of Intent to Award	February 29, 2016
Anticipated Date to execute contract	May 1, 2016

Relevant Websites:	Web-address:
Internet website where Addenda to this RFP will be posted:	http://bidopportunities.iowa.gov/
Internet website where contract terms and conditions are posted:	http://bidopportunities.iowa.gov/

Number of Copies of Bid Proposals Required to be Submitted:	1 CD, 1 original and 6 copies
Bid Proposal Security, if any:	\$ 0.00
Firm Bid Proposal Terms The minimum Number of Days following the deadline for submitting bid proposals that the Contractor guarantees all bid proposal terms, including price, will remain firm:	180 days

**VENDORS ARE CAUTIONED TO FOLLOW ALL DIRECTIONS
IN THIS RFP OR RISK DISQUALIFICATION**

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Section 1

Introduction

1.1 Purpose

The purpose of this Request for Proposals (RFP) is to solicit proposals from qualified service providers to provide a **Centralized Parks Reservation System (CPRS)** for the Iowa Department of Natural Resources, as described in the RFP cover sheet and in Section 4 of this RFP. This Introduction provides a brief summary of the overall purpose of this RFP. More specific information for potential Vendors about the requirements of the CPRS are found in Section 4 of this RFP.

In summary, DNR seeks to acquire a web-based internet reservation application either through an off-the-shelf or existing product that can be customized to fit DNR's needs, or through the development of a parks reservation system web application. The CPRS shall consist, at a minimum, of (1) a web-based reservation system with a database housed at a central location, and (2) a Call Center run by the Vendor. The System shall contain a Public Access Component that will be utilized by members of the public to make, change and cancel reservations via the Internet and through a Vendor-operated parks reservation Call Center. The system also shall have an Administrative Function Component, which shall include, but not be limited to, administrative rights for DNR staff to generate reports and to make changes to data (including site attribute and inventory data), as necessary. The Administrative Function also shall allow DNR in-park staff and DNR central office staff to make, change and cancel reservations and to record registrations.

DNR anticipates that the Vendor providing the CPRS shall host, maintain and modify, as necessary, the CPRS for a contract period of four years.

It is the intent of the DNR that the CPRS shall be made available for public use as soon as possible.

In addition to a Centralized Parks Reservation Components described above, DNR requests that prospective Vendors also address in their Proposals several **Optional Scored Requirements** that may be included as part of a Contract, in addition to the Components described above. DNR requests that Vendors provide information regarding the following Options:

- DNR would prefer that the Vendor provide at least three Call Center operators physically located in Iowa at least during and preceding peak season (March 1 through September 30), and DNR requests that prospective Vendors address the option of the above-mentioned Call Center operators dedicated only to the CPRS. (Further specifications of this Optional Scored Requirement are contained in Attachment #10.)
- DNR requests that prospective Vendors address the option of increased potential for interaction between DNR's Parks Reservation System and other parks reservation and related databases. To that end, DNR wishes to provide for the possibility that any Contract awarded pursuant to this Request for Proposals may be amended to allow for the inclusion of parks reservation on behalf of other public entities in the State of Iowa. DNR also wishes to

provide for the possibility that any Contract awarded pursuant to this Request for Proposals may be amended to allow the development of compatibility of the Centralized Parks Reservation System with DNR's current Electronic Licensing System of Iowa (ELSI2).

- DNR requests that prospective Vendors address the option of increased potential for future development of an in-park reservation system. To that end, DNR wishes to explore allowing both parks field sites and a Call Center access to a central Parks Reservations System database, so that parks field sites may process customer registrations and conduct revenue reporting and specialized financial reporting.
- DNR requests that prospective Vendors address the option of the Vendor's ability to record all calls received by the Vendor-operated Call Center that last over 90 seconds and that result in a transaction. The DNR anticipates that these recorded calls would be saved for a minimum of 6 months from the call date and would be available to the DNR Project Manager upon request.
- DNR requests that prospective Vendors address the option of assisting DNR with the development and implementation of a gift card program. (Further specifications of this Optional Scored Requirement are contained in Attachment #5.)

As a result of this RFP process, DNR expects to:

- Maintain reasonable reservation costs to DNR customers
- Maintain and improve reporting capabilities as necessary
- Increase fiscal accountability
- Increase access to park information

1.2 Definitions

The definitions contained in 571 Iowa Administrative Code section 61.2 are adopted here by this reference. Proposals submitted pursuant to this Request for Proposals shall use these terms consistently with the meaning stated here and with those terms and meanings identified in the current Business Rules document Attachment #13.

For the purposes of this RFP and the resulting contract, the following terms shall mean:

1.2.1 Administrative Function Component means the Component of the CPRS for DNR system administration that shall include, but not be limited to, administrative rights to DNR staff to generate reports (including fiscal, statistical, management and ad hoc reports an agreed upon tool), and to make changes to data (including site attribute and inventory data) as necessary. The Administrative Function also shall allow DNR in-park staff and DNR central office staff to make, change and cancel reservations and to record registrations.

1.2.2 Bid Proposal means the Vendor's bid or proposal submitted in response to the RFP.

- 1.2.3 Business Rules** means the DNR's current Parks Reservation Business Rules described in section 4 of this RFP and attached hereto. Business rules are the policies and procedures determined by DNR that are necessary to administer campground and rental facility reservations on a fair and equal basis for customers, and to provide direction to Vendor while conducting reservation business for DNR.
- 1.2.4 Buyer or Participating Agency** means the Iowa Department of Natural Resources (DNR).
- 1.2.5 Call Center** means a phone center where operators process all telephone reservations, reservation changes and reservation cancellations for camping and rental facilities.
- 1.2.6 Contract or Resulting Contract** means any contract entered into with the successful Vendor(s) as described in Section 6, Contractual Terms and Conditions.
- 1.2.7 Contractor or Vendor** means (as the context requires) either Vendors submitting Bid Proposals in response to this RFP or the provider of the goods and services under the Resulting Contract.
- 1.2.8 Customer** means any person who uses the Iowa Parks Reservation System to reserve and pay for the reservation of facilities within the Iowa State Parks.
- 1.2.9 Department or DNR** means the Iowa Department of Natural Resources, the Participating Agency in this RFP. Any resulting contract will be entered into between the Vendor and DNR.
- 1.2.10 Evaluation Committee** means the group of individuals delegated by DNR to evaluate the Bid Proposals received from Vendors.
- 1.2.11 Electronic Funds Transfer (EFT)** means a computer based system used to perform financial transactions electronically. The Vendor shall supply the State of Iowa's bank with required reports and transactions. The Vendor shall conduct the EFT and ensure the funds are deposited to the appropriate DNR account established by the State of Iowa' bank.
- 1.2.12 ELSI 2** means DNR's current system for the sale of selected outdoor recreation and commercial privileges (such as hunting and fishing licenses) through an electronically integrated network of agents; a Vendor handling a web-based sales system and a telephone sales system; and DNR.
- 1.2.13 In-Park reservations and registrations** means any Centralized Parks Reservation System function designed to facilitate the reservation and/or registration of park campsites/rental facilities at the park site.
- 1.2.14 Internet reservation system or Public Access Component** means the feature of the Centralized Parks Reservation System that allows members of the public to reserve and pay for the reservation of facilities within the Iowa State Parks.
- 1.2.15 Lead Agency** means the Department of Administrative Services (DAS), which is the agency identified on the RFP cover sheet as the Lead

Agency. DAS is the chief coordinator and issuer of the RFP. Please note that the DNR, and not DAS, will execute the Resulting Contract.

- 1.2.16 Participating Agency** means the Iowa Department of Natural Resources, the Participating Agency in this RFP. Any resulting contract will be entered into between the Vendor and DNR.
- 1.2.17 Public Access Component or Internet Reservation System** means the feature of the Centralized Parks Reservation System that allows members of the public to reserve and pay for the reservation of facilities within the Iowa State Parks.
- 1.2.18 Rental Facilities** means those facilities that may be rented on a daily or nightly basis and includes open shelters, open shelters with kitchenettes, beach house open shelters, lodges, cabins, yurts and group camps.
- 1.2.19 Reservations** means the advance booking of an individual campsite or rental facility for a contiguous period of time and a commitment to hold the campsite or rental facility for a specified duration.
- 1.2.20 Responsible Contractor** means a Vendor that has the capability in all respects to perform the requirements of the Contract. In determining whether a Vendor is a Responsible Contractor, the Lead Agency may consider various factors including, but not limited to, the Vendor's competence and qualifications to provide the goods or services requested, the Vendor's integrity and reliability, the past performance of the Vendor and the best interest of the Lead Agency and the State.
- 1.2.21 Responsive Bid Proposal** means a Bid Proposal that complies with the material provisions of this RFP.
- 1.2.22 RFP** means this Request for Proposals and any addenda hereto.
- 1.2.23 Centralized Parks Reservation System or CPRS** means the system that will be developed and deployed by DNR to replace its current parks reservation system.
- 1.2.24 Sound Bite** means a short recorded telephone message that may be used to notify customers of a pending change in their reservation that must be approved by DNR
- 1.2.25 State** means the State of Iowa, the state agency identified on the Contract Declarations & Execution Page(s), and all state agencies, boards, and commissions, and any political subdivisions making purchases off any Resulting Contract as permitted by this RFP.
- 1.2.26 System Administration** means the ability for designated individuals to have the capability of making changes in the data, or to various components of the system independently from the Vendor. Roles will be established for DNR staff and various individuals with different levels of authority. This may include park holds and other capabilities unique to the DNR. As an example, if a Call Center is operated by DNR, this shall include access by DNR Call Center employees to facilitate the reservation process.

1.3 Background Information

This RFP is designed to provide Vendors with information necessary for the preparation of competitive bid proposals. The RFP process is for the Lead Agency and the Participating Agency's (DNR's) benefit and is intended to provide the State of Iowa with competitive information to assist in the selection process. It is not intended to be comprehensive. Each Vendor is responsible for determining all factors necessary for submission of a comprehensive bid proposal.

Vendors should be aware of the limitations of the project scope, timeline and state resources participating when completing their proposal.

1.4 Current Parks Reservation System Description, Overview and History

It is the responsibility of the DNR to "manage fish, wildlife, and land and water resources in this state." Iowa Code section 455A.2 (2015). The DNR may provide and operate facilities for the proper public use of state parks. Iowa Code section 461A.3 (2015). The DNR also is authorized to "fix fees for camping and other special privileges which shall be in such amounts as may be determined by the commission upon a basis of the cost of providing and reasonable value of such privileges." Iowa Code section 461A.47 (2015).

It is the responsibility of DNR to "establish a centralized reservation system to accept and process reservations for camping and rental facilities in state parks, recreation areas and state forest campgrounds." 571 Iowa Administrative Code section 61.3.

Since 2006, DNR has provided a web-based centralized reservation system. The current DNR web-based parks reservation system consists of custom-built software, and a Call Center that is operated by the current Vendor. In-park (walk-in) reservations are handled by DNR park rangers.

1.4.1 Iowa State Parks Summary

Iowa's State Park system is comprised of 65 state parks, recreation areas and state forest campgrounds, encompassing just over 57,000 acres. Annual estimated visitation to Iowa's state parks is over 14,000,000 people. There are 73 campgrounds in 53 parks offering 4782 campsites: The breakdown of site types is as follows:

- 2,298 electric sites
- 213 full hook-up sites
- 1,277 nonelectric sites
- 200 equestrian electric sites
- 7 equestrian full hook-up sites
- 274 equestrian nonelectric sites
- 203 tent only
- 80 RV only (all electric)
- 37 Walk to (all nonelectric)
- 46 ADA sites (mainly electric)
- 2 Buddy/Group (consists of 4 sites each)
- 43 Buddy
- 51 chaperoned organized youth group campsites
- 51 camp host sites

Iowa State Parks have a variety of rental cabins located in 18 parks. These units range from simple camping cabins to multi-family-style cabins and yurts, both seasonal and year-round. There are 91 rental cabins and 2 yurts. In addition to the popular rental cabins, there are 29 day-use lodges and 1 open air auditorium, which offers a perfect venue for weddings, reunions and business meeting space. The day-use lodges are located in 24 different parks. Finally, there are 146 open picnic shelters available and 13 beach cabanas for day-use rental in 53 parks.

State park staffing is minimal with each staff park having only one or two full-time employees. Seasonal positions vary year to year, with some parks having only one seasonal position. The busiest parks have up to seven seasonal positions. There are no office positions, permanent or seasonal, at these parks. One staff member is located in the DNR central office that works on the current parks reservation system, and this staff member is not solely dedicated to operating or managing the reservation system.

1.4.2 Current Parks Reservation System Summary

1.4.2.1 History: Iowa State Parks' first centralized reservation system began in 2006. Prior to that time, reservations were taken for all cabins, lodges and shelters using a pen and paper method. All camping was on a first-come, first-serve basis. In January 2006, the centralized reservation system began accepting reservations for all rentals cabins. In February 2006, camping reservations were accepted. Lodges were added to the reservation system in December 2006 and shelters followed in the spring of 2007.

Current: Since the first centralized reservation system, the DNR State Parks Bureau is currently in a 6 year contract. The current contract expires on November 7, 2016. All of our facilities are on the current reservation system. There are two group camps that are currently not on the reservation system and those reservations are made through the park staff.

1.4.2.2 Current web-based system status: The current system is hosted in a PCI compliant secure environment in the State's Department of Administrative Services, Information Technology Enterprise, in the Hoover Building located in Des Moines, Iowa.

DNR anticipates that the current system will continue to operate until the Centralized Parks Reservation System is deployed. The current Vendor will cooperate with any future Vendor to make an orderly transition to a new system.

1.4.2.3 Past Call Center status: The previous centralized reservation system allowed customers to make reservations online through the Internet site or by calling the DNR in-house reservation Call Center. The Call

Center accesses the system through an interface on the web administrative tool. The past Call Center had a limited operation. From April to the end of September, two temporary employees were hired to take reservation calls. The DNR also had a small year-round Call Center that handled all calls for the entire agency including hunting/fishing, environmental issues, forestry, general park information, etc. There were two full-time employees and up to three back-up employees for this all-purpose year-round Call Center. Those five employees along with two parks central office staff provide back up during the main recreation season for the two temporary Call Center employees. From October to April, all calls went through the DNR's year-round Call Center. Hours of operation for the temporary employees and permanent Call Center were Monday-Friday, 8:00 a.m. to 4:30 p.m. The Call Center was closed on state holidays and weekends.

Current Call Center status:

The current centralized reservation system allows customers to make reservations online through the Internet site or by calling the Call Center operated by the current Vendor. Reservations can also be made by one staff member in the central office that manages the reservation system. For the past two summers we have not hired any seasonal staff to serve as a Call Center in the central office or to assist with the daily management of the reservation system. The DNR currently depends on the Vendors Call Center. The hours of operation of the Call Center is Monday through Friday: 7:00 a.m. to 7:00 p.m. (CST), Saturday/Sunday: 8:00 a.m. to 4:30 p.m. (CST). The Call Center is closed New Year's Day, Easter, Thanksgiving Day, and Christmas.

- 1.4.2.4 Current in-park reservations status:** Reservations are not taken in the field. Park staff in the Des Moines Central Office have administrator rights to log in to the web administrative tool and use the operations manager function to make, cancel, and change reservations. Through that function and their login "access" level, central office park staff are also able to make adjustments to reservations as necessary, such as overriding cancellation/change fees and penalties, etc. Park field staff may log in to the web administrative tool as well and have the ability to use the field manager function because of their "login access level.". This interface, the web administrative tool, also houses the reports that field staff use (arrival, cancellation, use report) and provides DNR with search capabilities for reservations, payment processing of checks, processing refund checks, etc. Central office park staff are also able to modify inventory information such as seasons (except camping), fees, and site attributes. At this time, the system is not set up to allow park field staff to check people in, regardless of the facility type

reserved. However, this is a possible future enhancement desired by DNR.

All parks are equipped with at least one computer in the park office. Computer standards for park computers are as follows:

Desktop

Windows 7 64 bit
Intel Core i5-4590 3.3Ghz
4 GB DDR3 RAM
500 GB Hard Drive

Laptop

Windows 7 64 bit
Intel Core i5-4210M 2.6Ghz
4 GB DDR3 RAM
320 GB Hard Drive

A breakdown of connectivity is available in Attachment #14.

- 1.4.2.5 Reservation system limitations:** The current parks reservation system includes fifty to seventy-five percent of the sites are available in the Iowa State Parks. Pursuant to 571 Iowa Administrative Code section 61.3(1), “no less than fifty percent and no more than seventy five percent of the total number of campsites in each individual campground shall be designated as reservable sites on the reservation system.” The sites that are reservable on the reservation system include a balance of electric, nonelectric, and full hook-up sites, with a balance of site suitability ranging from less than desirable to most desirable. 571 Iowa Administrative Code section 61.3(1) also contains the provision that “[t]he department shall review the percentage of reservable sites and usage on a biennial basis and determine whether the percentage of reservable campsites should be changed.”

1.4.2.6 Reservation Statistics: Since 2011, the reservation statistics are as follows:

Year:	2011	2012	2013	2014
ONLINE				
Cabins	1,458	2,060	2,273	2,384
Camping	23,686	24,521	27,270	29,423
Lodges	485	736	787	858
Shelters	529	880	952	1,121
Yurts	44	64	64	64
ONLINE TOTAL	26,202	28,261	31,346	33,850
CALL CENTER				
Cabins	956	353	338	293
Camping	3,513	4,886	3,346	3,117
Lodges	669	309	305	247
Shelters	442	385	381	373
Yurts	23	9	8	5
CALL CENTER TOTAL	5,603	5,942	4,378	4,035
TOTAL NEW RESV	31,805	34,203	35,724	37,885
CHANGES	471	541	472	396
CANCELLATIONS	2,350	1,893	2,770	2,156
TOTAL CHANGE/CANCEL	2,821	2,434	3,242	2,552
TOTAL TRANSACTIONS	34,626	36,637	38,966	40,437

These estimates are provided solely for the purpose of assisting Vendors in their preparing Proposals. DNR does not represent or guarantee any minimum reservation volume or purchases.

Section 2

Administrative Information

2.1 Issuing Officer

The Issuing Officer identified in the RFP cover sheet is the sole point of contact regarding the RFP from the date of issuance until selection of the successful Vendor.

2.2 Restriction on Communication

From the issue date of this RFP until announcement of the successful Vendor, Vendors may contact only the Issuing Officer. The Issuing Officer will respond only to written questions regarding the procurement process. Questions related to the interpretation of this RFP must be submitted as provided in section 2.7. Verbal questions related to the interpretation of this RFP will not be accepted. Vendors may be disqualified if they contact any state employee other than the issuing officer about the RFP except that Vendors may contact the State Targeted Small Business Office on issues related to the preference for Targeted Small Businesses.

2.3 Downloading the RFP from the Internet

The RFP will be posted at <http://bidopportunities.iowa.gov/> and all Addenda will be posted at the website listed on the RFP cover sheet. The Vendor is advised to check the website periodically for Addenda to this RFP, particularly if the Vendor downloaded the RFP from the Internet as the Vendor may not automatically receive Addenda. It is the Vendor's sole responsibility to check daily for Addenda to posted documents.

2.4 Procurement Timetable

The dates provided in the procurement timetable on the RFP cover sheet are provided for informational and planning purposes; however, the Lead Agency reserves the right to change the dates. If the Lead Agency changes any of the deadlines for Vendor submissions, the Lead Agency will issue Addenda to the RFP.

2.5 Vendors' Conference

A **Mandatory Vendor's Conference** will be held on December 7, 2015, at 9:00 – 10:30AM Central Time at DNR, Wallace Building, 2nd floor conference room, 2 North, 502 East Ninth St., Des Moines, IA 50319. **Potential bidders may participate by videoconference by making arrangements NO LATER THAN 4 days in advance with the Issuing Officer.** The purpose of the Vendors' Conference is to discuss with prospective Contractors the work to be performed and to allow prospective Contractors the opportunity to ask questions regarding the RFP. Oral discussions held at the Vendors' Conference shall not be considered part of the RFP unless confirmed in writing by the Lead Agency and incorporated into this RFP. The conference may be recorded. Questions asked at the Vendors' Conference that cannot adequately be answered during

the conference may be deferred. A copy of the questions and answers will be sent to the Contractors who attend the Mandatory Vendor's Conference.

2.6 Questions, Requests for Clarification, and Suggested Changes

Vendors are invited to submit written questions and requests for clarifications regarding the RFP. Vendors may also submit suggestions for changes to the requirements of this RFP. Vendors must submit their written questions, requests for clarifications, or suggestions so they are received by the Issuing Officer before the date and time listed on the RFP cover sheet. Verbal questions will not be permitted. If the questions, requests for clarifications, or suggestions pertain to a specific section of the RFP, the page and section number(s) must be referenced. Written responses to questions, requests for clarifications, or suggestions will be posted on the Internet, and will be sent on or before the date listed on the RFP cover sheet to all Vendors who attend the MANDATORY Vendor's conference. The Lead Agency's written responses will be considered part of the RFP. If the Lead Agency decides to adopt a suggestion that modifies the RFP, the Lead Agency will issue Addenda to the RFP. The Lead Agency and the Agency assume no responsibility for verbal representations made by its officers or employees, or employees of the Boards, unless such representations are confirmed in writing and incorporated into the RFP through an addendum.

2.7 Amendment to the RFP

The Lead Agency reserves the right to amend the RFP at any time using an Addendum. The Vendor shall acknowledge receipt of Addenda in its Bid Proposal. If the Addenda occur after the closing date for receipt of Bid Proposals, the Lead Agency may, in its sole discretion, allow Vendors to amend their Bid Proposals in response to the Lead Agency's Addenda if necessary.

2.8 Amendment and Withdrawal of Bid Proposal

The Vendor may amend or withdraw and resubmit its Bid Proposal at any time before the Bid Proposals are due. Vendors must submit any amendments in writing, signed, and submitted by the Vendor and so that such amendments are received by the Issuing Officer by the deadline set for the receipt of Bid Proposals. Electronic mail and faxed amendments will not be accepted. Vendors must notify the Issuing Officer in writing if they wish to completely withdraw their Bid Proposals prior to the due date for Bid Proposals.

2.9 Submission of Bid Proposals

Each Vendor must submit its Bid Proposal so that it is received by the Issuing Officer no later than 3:00 P.M. Central Time on the "Bid Proposals Due Date" listed on the RFP cover sheet. **This is a mandatory requirement and will not be waived by the Lead Agency. Any Bid Proposal received after this deadline will be rejected and returned unopened to the Vendor.** Vendors mailing Bid Proposals must allow ample mail delivery time to ensure timely receipt of their Bid Proposals. It is the Vendor's responsibility to ensure that the Bid Proposal is received prior to the deadline. Postmarking by the due date will not substitute for actual receipt of the Bid Proposal. Electronic mail and faxed Bid Proposals will not be accepted. Vendors must furnish all information necessary to evaluate the Bid Proposal. Bid proposals that fail to meet the mandatory requirements of the RFP shall be disqualified. Verbal information

provided by the Vendor shall not be considered part of the Vendor's Bid Proposal unless it is reduced to writing.

2.10 Bid Proposal Opening

The Lead Agency will open Bid Proposals after the deadline for submission of Bid Proposals has passed. The Proposals will remain confidential until the Evaluation Committee has reviewed all of the Proposals submitted in response to this RFP and the Agency has issued a Notice of Intent to Award a Contract. See Iowa Code Section 72.3. However, the names of Vendors who submitted timely Bid Proposals will be publicly available after the Bid Proposal opening. The announcement of Vendors who timely submitted Bid Proposals does not mean that an individual Bid Proposal has been deemed technically compliant or accepted for evaluation.

2.11 Costs of Preparing the Bid Proposal

The costs of preparation and delivery of the Bid Proposal are solely the responsibility of the Vendor. The participating agencies are not responsible for any costs, expenses, or losses incurred by any Vendor in connection with this RFP in the preparation of a Bid Proposal.

2.12 No commitment to Contract

The Agency reserves the right to reject any or all Proposals received in response to this RFP at any time prior to the execution of the Contract. Issuance of this RFP in no way constitutes a commitment by the Agency to award a contract.

2.13 Rejection of Bid Proposals

The Lead Agency reserves the right to reject any or all Bid Proposals, in whole or in part, without penalty or liability, at any time prior to the execution of a written contract. Issuance of this RFP in no way constitutes a commitment by the Lead Agency to select a Vendor or to execute a binding contract with any Vendor that may be selected.

2.14 Disqualification

The Lead Agency may reject outright and may not evaluate Bid Proposals for any one of the following reasons:

2.14.1 The Vendor fails to deliver the Bid Proposal by the due date and time.

2.14.2 The Vendor fails to deliver the cost proposal in a separate envelope.

2.14.3 The Vendor's Bid Proposal changes a material requirement of the RFP or the Bid Proposal is not compliant with the mandatory requirements of the RFP.

2.14.4 The Vendor's Bid Proposal limits the rights of the Lead Agency or any Participating Agency.

2.14.5 The Vendor fails to timely respond to the Lead Agency's request for information, documents, or references.

2.14.6 The Vendor fails to include any signature, certification, authorization, stipulation, disclosure or guarantee requested in section 3 of this RFP.

- 2.14.7** The Vendor presents the information requested by this RFP in a format inconsistent with the instructions of the RFP or otherwise fails to comply with the requirements of this RFP.
- 2.14.8** The Vendor initiates unauthorized contact regarding the RFP with state employees.
- 2.14.9** The Vendor provides misleading or inaccurate responses.
- 2.14.10** There is insufficient evidence (including evidence submitted by the Vendor and evidence obtained by the Lead Agency from other sources) to satisfy the Lead Agency that the Vendor has submitted a Responsive Bid Proposal.
- 2.14.11** The Contractor alters the language in Attachment #1, Certification Letter or Attachment #2, Authorization to Release Information letter.

2.15 Nonmaterial Variances

The Lead Agency reserves the right to waive or permit cure of nonmaterial variances in the Bid Proposal if they judge it to be in their best interest to do so. Nonmaterial variances include minor informalities that do not affect responsiveness, that are merely a matter of form or format, that do not change the relative standing or otherwise prejudice other Vendors, that do not change the meaning or scope of the RFP, or that do not reflect a material change in the requirements of the RFP. In the event the Lead Agency waive or permit cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the Vendor from full compliance with RFP specifications or other contract requirements if the Vendor is ultimately selected. The determination of materiality is in the sole discretion of the Lead Agency.

2.16 Reference Checks

The Lead Agency reserves the right to contact any reference to assist in the evaluation of the Bid Proposal, to verify information contained in the Bid Proposal and to discuss the Vendor's qualifications and the qualifications of any subcontractor identified in the Bid Proposal.

2.17 Information from Other Sources

The Lead Agency reserves the right to obtain and consider information from other sources concerning a Vendor, such as the Vendor's capability and performance under other contracts, the qualifications of any subcontractor identified in the Bid Proposal, the Vendor's financial stability, past or pending litigation, and other publicly available information.

2.18 Verification of Bid Proposal Contents

The content of a Bid Proposal submitted by a Vendor is subject to verification. If the Lead Agency or Participating Agencies determine that the content is in any way misleading or inaccurate, the Vendor may be disqualified.

2.19 Bid Proposal Clarification Process

The Lead Agency reserves the right to contact a Vendor at any time after the submission of Bid Proposals for the purpose of clarifying a Bid Proposal or to ensure mutual understanding. This contact may include written questions, interviews, site visits, a review of past performance if the Vendor has provided goods and/or services to the State or any other political subdivision wherever located, or requests for corrective pages in the Vendor's Bid Proposal. An individual authorized to legally bind the Vendor shall sign responses to any request for clarification. Responses shall be submitted to the Issuing Officer within the time specified in the Lead Agency's request. Failure to comply with requests for additional information may result in rejection of the Bid Proposal as non-compliant.

2.20 Disposition of Bid Proposals

All Bid Proposals become the property of the Lead Agency and shall not be returned to the Vendor at the conclusion of the selection process. The contents of all Bid Proposals will be in the public domain and be open to inspection by interested parties subject to exceptions provided in Iowa Code Chapter 22 or other applicable law.

2.21 Public Records and Requests for Confidential Treatment

The Lead Agency may treat all information submitted by a Vendor as public information unless the Vendor properly requests that specific parts of the Bid Proposal be treated as confidential at the time of submitting the Bid Proposal. The Lead Agency's release of information is governed by Iowa Code chapter 22. Vendors are encouraged to familiarize themselves with chapter 22 before submitting a Bid Proposal. The Lead Agency will copy and permit examination of public records as required to comply with the public records laws.

Any request for confidential treatment of specific information must be included in the transmittal letter with the Vendor's Bid Proposal. In addition, the Vendor must enumerate the specific grounds in Iowa Code chapter 22 or other applicable law which support treatment of the material as confidential and explain why disclosure is not in the best interest of the public. Pricing information cannot be considered confidential information. The request for confidential treatment of information must also include the name, address, and telephone number of the person authorized by the Vendor to respond to any inquiries by the Lead Agency concerning the confidential status of the materials.

Any Bid Proposal submitted which contains specific confidential information must be conspicuously marked on the outside as containing confidential information, and each page upon which confidential information appears must be conspicuously marked as containing confidential information. **Failure to properly identify specific confidential information shall relieve Lead Agency or State personnel from any responsibility if confidential information is viewed by the public, a competitor, or is in any way released. Identification of the entire Bid Proposal as confidential may be deemed non-responsive and disqualify the Vendor.**

If the Vendor designates any portion of the RFP as confidential, the Vendor must submit one paper copy of the Bid Proposal and one on CD, marked "Public

Copy" from which the confidential information has been excised. This excised copy is in addition to the number of copies requested in section 3 of this RFP. The confidential material must be excised in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the Bid Proposal as possible.

If Lead Agency receives a request for information marked confidential, written notice shall be given to the Vendor seven calendar days prior to the release of the information to allow the Vendor to seek injunctive relief pursuant to Iowa Code section 22.8. The Lead Agency will treat the information marked confidential as confidential information only if a court of competent jurisdiction determines the information is confidential under Iowa Code chapter 22 or other applicable law.

The Vendor's failure to request confidential treatment of material will be deemed by the Lead Agency as a waiver of any right to confidentiality the Vendor may have had.

2.22 Reproduction of the Bid Proposal/Copyright Permission

By submitting a Bid Proposal, the Vendor agrees that the Lead Agency may copy or reproduce the Bid Proposal for purposes of facilitating the evaluation of the Bid Proposal or to respond to requests for public records. The Vendor consents to such copying and reproduction by submitting a Bid Proposal and warrants that such copying and reproduction will not violate the rights of any third party. The Lead Agency and Participating Agencies shall have the right to use ideas or adaptations of ideas that are presented in the Bid Proposals.

2.23 Release of Claims

By submitting a Bid Proposal, the Vendor agrees that it will not bring any claim or cause of action against the Lead Agency or any Participating Agency based on any misunderstanding concerning the information provided herein or concerning the Lead Agency's or any Participating Agency's failure, negligent or otherwise, to provide the Vendor with pertinent information as intended by this RFP.

2.24 Presentations

Vendors may be required to make a presentation. Any such presentation may be used by the State as part of the evaluation of the Vendor's proposal.

The determination as to the need for presentations, and the location, order, and schedule of the presentations is at the sole discretion of the Lead Agency. The presentation may include slides, graphics and other media selected by the Vendor to illustrate the Vendor's Proposal. The presentation shall not materially change the information contained in the original written bid proposal. Vendors who fail to provide a presentation when requested, may be disqualified.

2.25 Evaluation of Bid Proposals Submitted

Bid Proposals that are timely submitted and are not subject to disqualification will be reviewed in accordance with Section 5 of the RFP. The Lead Agency and Evaluation Committee will not necessarily select the Vendor(s) offering the lowest cost proposal. Instead, the Lead Agency intends to select the Vendor

whose Responsive Bid Proposal the Evaluation Committee believes will provide the best value to the Lead Agency and the Participating Agencies.

2.26 Notice of Award and Acceptance Period

A copy of the Notice of Intent to Award a Contract shall be sent to all Vendors submitting a timely Bid Proposal. The Notice of Intent to Award also may be posted at the website shown on the RFP cover sheet. Negotiation and execution of the Contract(s) shall be completed no later than thirty (30) days from the date of the Notice of intent to Award a Contract. If the apparent successful Vendor fails to negotiate and deliver an executed contract by that date, the Lead Agency may extend the negotiation period, or cancel the award and negotiate a contract with any remaining Vendor that the Lead Agency believes will provide the best value to the Participating Agencies.

2.27 No Contract Rights Until Execution

No Vendor shall acquire any legal or equitable rights regarding the Contract unless and until the Contract has been signed by the successful Vendor and the Agency.

2.28 Choice of Law and Forum

This RFP and the Resulting Contract will be governed by the laws of the State of Iowa. Changes in applicable laws and rules may affect the award process or the Resulting Contract. Vendors are responsible for ascertaining pertinent legal requirements and restrictions. Any and all litigation or actions commenced in connection with this RFP, or any resulting contract shall be brought in the Iowa District Court for Polk County, if the jurisdiction is proper. However, if jurisdiction is not proper in the Iowa District Court for Polk County, but is proper only in United States District Court, the matter shall be commenced in the United States District Court for the Southern District of Iowa, Central Division. This provision shall not be construed as waiving any immunity to suit or liability, in state or federal court, which may be available to the Licensee, including sovereign immunity, governmental immunity, immunity based on the Eleventh Amendment to the Constitution of the United States, or otherwise.

2.29 Restrictions on Gifts and Activities

Iowa Code chapter 68B restricts gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Vendors are responsible to determine the applicability of this chapter to their activities and to comply with the requirements. In addition, pursuant to Iowa Code section 722.1, it is a felony offense to bribe or attempt to bribe a public official.

2.30 No Minimum Guaranteed

The Lead Agency does not guarantee any minimum level of purchases under the Contract.

2.31 Appeals

Appeals of the Notice of Intent to Award are governed by the Agency's Vendor appeal process. Vendors may obtain information about the appeal process from the Issuing Officer and at Iowa Administrative Code chapters 11-7 and 11-117.

2.32 Award

Only one successful Vendor will be identified via this procurement. The State of Iowa intends to award only one Contract. The State will exercise its right to determine and accept all or portions of the apparent successful Vendor's proposal, or the State may choose to reject all bids.

2.33 Reservation of Rights

The State of Iowa reserves the right to reject any or all offerings presented in a Vendor's proposal, whether included as a response to specifications in this RFP or as an alternative approach, subject to negotiation.

Section 3

Format and Content of Bid Proposals

3.1 Instructions

These instructions prescribe the format and content of the Bid Proposal. They are designed to facilitate a uniform review process. Failure to adhere to the proposal format may result in the disqualification of the Bid Proposal.

3.1.1 The Bid Proposal shall be typewritten on 8.5" x 11" paper (one side only). One copy also shall be submitted on a CD-ROM.

3.1.2 The Bid Proposal shall be divided into two parts: (1) the Technical Proposal and (2) the Cost Proposal. The Technical Proposal and the Cost Proposal shall be labeled as such and each shall be placed in a separate sealed envelope. If multiple envelopes for each Bid Proposal are used, the envelopes shall be numbered in the following fashion: 1 of 4, 2 of 4, etc. The envelopes shall be labeled with the following information:

RFP Number: 1216542006

**RFP Title: DNR Centralized Parks Reservation System
Services**

Issuing Officer Name: Ken Discher

**Lead Agency Address: Dept. of Administrative Services
Central Procurement Bureau
1305 E. Walnut St.
Hoover Bldg. – Level 3
Des Moines, IA 50319**

The Lead Agency shall not be responsible for misdirected packages or premature opening of Bid Proposals if a Bid Proposal is not properly labeled.

3.1.3 One (1) original and (6) copies of the Technical Proposal and one (1) original and (6) copies of the Cost Proposal, each in separately sealed envelopes, plus one (1) Technical Proposal CD/DVD and one Cost Proposal CD/DVD, shall be timely submitted to the Issuing Officer.

3.1.4 If the Vendor designates any information in its proposal as confidential pursuant to section 2.21, the Vendor also must submit one (1) hard copy and one CD of the Technical Proposal from which confidential information has been excised as provided in section 2.21 and which is marked "Public Copy".

3.1.5 Bid proposals shall not contain promotional or display materials.

3.1.6 Attachments shall be referenced in the Bid Proposal.

3.1.7 If a Vendor proposes more than one solution to the RFP requirements, each shall be labeled and submitted separately, and each will be evaluated separately.

3.2 Technical Proposal

The following documents and responses shall be included in the Technical Proposal in the order given below. For the Vendors' convenience, and to facilitate the review process, Vendors are requested to complete the Vendor Requirements Checklist provided as Attachment #3, to ensure that all items in Sections 3.2 are submitted, and to use Attachment #3 as a cover page for its responses to 3.2.

3.2.1 Transmittal Letter

An individual authorized to legally bind the Vendor shall sign the transmittal letter. The letter shall include the Vendor's mailing address, electronic mail address, fax number, and telephone number. Any request for confidential treatment of information shall be included in the transmittal letter in accordance with the provisions of section 2.21.

3.2.2 Table of Contents and Pagination

The Vendor shall include a table of contents of its Bid Proposal, and submit Attachment #3, "Requirements Checklist".

3.2.3 Scope of Work and Technical Requirements

The Vendor shall address each requirement in Section 4 of the RFP as provided for in that Section and explain how it will comply with each requirement. Bid Proposals must be fully responsive to each requirement. Unless otherwise noted, merely repeating the requirements may be considered non-responsive and may disqualify the Vendor. Bid Proposals must identify any deviations from the requirements of this RFP or requirements the Vendor cannot satisfy. Any deviations from the requirements of the RFP or any requirement of the RFP that the Vendor cannot satisfy may disqualify the Vendor. In addition to addressing the Technical Requirements, Section 4 requires the Vendor to provide a series of Workplans describing how the Vendor would accomplish the project.

3.2.4 Background Information

The Vendor shall provide the following general background information:

3.2.4.1 Name, address, telephone number, fax number and e-mail address of the Vendor including all d/b/a's or assumed names or other operating names of the Vendor.

3.2.4.2 Form of business entity, *i.e.*, corporation, partnership, proprietorship, or 'limited liability company', and whether the entity is registered as a Targeted Small Business.

3.2.4.3 State of incorporation, state of formation, or state of organization.

3.2.4.4 Identification and specification of the location(s) and telephone numbers of the major offices and other facilities that relate to the Vendor's performance under the terms of this RFP.

3.2.4.5 Local office address and phone number (if any).

3.2.4.6 Number of employees.

- 3.2.4.7** Type of business.
- 3.2.4.8** Name, address and telephone number of the Vendor's representative to contact regarding all contractual and technical matters concerning this Bid Proposal.
- 3.2.4.9** Name, address and telephone number of the Vendor's representative to contact regarding scheduling and other arrangements.
- 3.2.4.10** Name and qualifications of any subcontractors who will be involved with this project the Vendor proposes to use and the nature of the goods and/or services the subcontractor would perform.
- 3.2.4.11** Identify the Vendor's accounting firm.
- 3.2.4.12** The successful Vendor will be required to register to do business in Iowa. For Vendor registration documents, go to: http://das.gse.iowa.gov/procurement/vendor_reg.html
- 3.2.4.13** The Vendor shall answer the following question: When determining a bid award, does your state (state containing the Vendor's headquarters) provide a preference for instate Vendors? The Vendor shall provide a "Yes" or "No" answer. If "Yes", the Vendor shall include the details of the preference.

3.2.5 Financial Information

The Vendor must provide the following financial information

- 3.2.5.1** Submit audited financial statements for the last 3 years, or for the life of the company, whichever time frame is shorter.
- 3.2.5.2** Provide a minimum of three (3) financial references.

The Vendor shall include similar information for any subvendors to be engaged in any projects under this contract.

3.2.6 Termination, Litigation, Debarment

The Vendor must provide the following information:

- 3.2.6.1** During the last five (5) years, has the Vendor had a contract for goods and/or services terminated for any reason, or has the Vendor received a notice of breach, notice of default, or similar notice? If so, provide full details related to the termination or notice.
- 3.2.6.2** During the last five (5) years, describe any damages or penalties or settlements pertaining to contract disputes under any of the Vendor's existing or past contracts as it relates to goods and/or services performed that are similar to the goods and/or services contemplated by this RFP. If so, indicate the reason for the penalty, damages or exchange of property, goods, or services and the estimated amount of the cost of that incident to the Vendor.

- 3.2.6.3** During the last five (5) years, describe any order, judgment or decree of any Federal or State authority barring, suspending or otherwise limiting the right of the Vendor to engage in any business, practice or activity.
- 3.2.6.4** During the last five (5) years, list and summarize all litigation, threatened litigation, administrative or regulatory proceedings, or similar matters to which the Vendor or its officers have been a party. The Vendor must also state whether it or any owners (other than general public stockholders), officers, or primary partners have ever been convicted of a felony. Failure to disclose these matters may result in rejection of the Bid Proposal or in termination of any subsequent contract. This is a continuing disclosure requirement. Any such matter commencing after submission of a Bid Proposal, and with respect to the successful Vendor after the execution of a contract, must be disclosed in a timely manner in a written statement to the Lead Agency.
- 3.2.6.5** During the last five (5) years, have any irregularities been discovered in any of the accounts maintained by the Vendor on behalf of others? If so, describe the circumstances of irregularities or variances and disposition of resolving the irregularities or variances.

The Vendor shall include similar information for any subvendors to be engaged in any projects under this contract.

3.2.7 Acceptance of Terms and Conditions

The Vendor shall specifically agree that the Bid Proposal is predicated upon the acceptance of all terms and conditions stated in the RFP. If the Vendor objects to any term or condition, the Vendor must specifically refer to the RFP page, and section. Objections or responses that materially alter the RFP may be deemed non-responsive and disqualify the Vendor. See Section 6 for further information and additional requirements.

3.2.8 Certification Letter

The Vendor shall sign and submit with the Bid Proposal the document included as Attachment #1 (Certification Letter) in which the Vendor shall make the certifications included in Attachment #1.

3.2.9 Authorization to Release Information

The Vendor shall sign and submit with the Bid Proposal the document included as Attachment #2 (Authorization to Release Information Letter) in which the Vendor authorizes the release of information to the Lead Agency.

3.2.10 Firm Bid Proposal Terms

The Vendor shall guarantee in writing the availability of the goods and/or services offered and that all Bid Proposal terms, including price, will remain firm for a minimum of 180 days following the deadline for submitting Bid Proposals.

3.2.11 Criminal History and Background Investigation

The Vendor hereby explicitly authorizes the Agency to conduct criminal history and/or other background investigation(s) of the Vendor, its officers, directors, shareholders, partners and managerial and supervisory personnel who will be involved in the performance of the Contract.

3.3 Cost Proposal

The Vendor shall provide its cost proposal for the proposed goods and/or services in a separately sealed envelope. The cost proposal shall include the following:

- 3.3.1** Cover or Title Page including RFP Reference Number marked whether it is the Original or a Copy.
- 3.3.2** Letter binding Vendor to proposed costs by providing a statement that the costs quoted will be binding.
- 3.3.3** Letter to certify that the Cost Proposal has been prepared by a person in the Vendor's organization with full authority to establish and negotiate such pricing.
- 3.3.4** An original hard copy and 6 duplicate hard copies, plus a soft copy on a CD separate from the technical proposal.
- 3.3.5** The Vendor shall utilize the template in Attachment #4 as the first page of the Cost Proposal. Additional narrative can be added to support or clarify the pricing.
- 3.3.6** Cost proposal must include an all-inclusive, itemized, not-to-exceed total cost, to provide requested software and services that have been specified in this RFP.
- 3.3.7** Vendors may provide information about alternative cost savings approaches that will accomplish similar or identical solutions to the requirements outlined within.
- 3.3.8** Cost proposal also must identify a cost structure for providing additional, future modifications (enhancements), configuration changes, or customizations that have not been specified in this RFP. This will include the procedure for requesting changes and enhancements.

Section 4

Scope of Work Requirements

4.1 Overview

The DNR reserves the right to determine whether the supportive materials submitted by the Bidder demonstrate the Bidder will be able to comply with the Mandatory Requirements. If the Department determines the supportive materials do not demonstrate the Contractor will be able to comply with the Mandatory Requirements, the Lead Agency may disqualify the Bid Proposal. The successful Vendor shall be obligated to provide all goods and/or services specified in this Section.

There are three types of requirements addressed in these specifications. All requirements in this RFP are mandatory unless specifically designated as optional.

- **Mandatory Pass/Fail Requirements:** A successful Vendor must be able to provide all of the **Mandatory Pass/Fail Requirements** listed in this RFP in order to be deemed a Responsible Contractor.
- **Mandatory Scored Requirements:** Mandatory Scored Requirements also are designated in this RFP. A successful Vendor must be able to provide and describe the level of ability to satisfy all of the **Mandatory Scored Requirements**.
- **Optional Scored Requirements:** Proposals that pass the Mandatory Requirements review and have responded to the Optional Scored Requirements included within this section will be reviewed by the evaluation committee and scored in accordance with the evaluation criteria described in Section 5.

4.2 Description of Scope of Work

This RFP details the **Mandatory Pass/Fail Requirements**, **Mandatory Scored Requirements**, and **Optional Scored Requirements** for Vendors proposing to provide a Centralized Parks Reservation System (CPRS) for the Iowa Department of Natural Resources.

4.2.1 Mandatory Pass/Fail and Mandatory Scored Requirements

Proposals must meet the requirements described in this RFP as well as the **Mandatory Pass/Fail** and **Mandatory Scored Requirements** contained in the following Attachments:

- Attachment #5 – Technical Requirements
- Attachment #6 – Reporting Requirements
- Attachment #7 – Operations Requirements
- Attachment #9 – Performance Standards
- Attachment #10 – Vendor-operated Centralized Reservation Call Center

4.2.2 References – Mandatory Scored Requirements

Each Vendor must provide letters of reference from at least three (3) previous customers or clients knowledgeable of the Vendor's performance in providing goods and/or services similar to the goods and/or services described in this RFP. Vendors should include a contact person name, telephone number, and e-mail address for each reference.

4.2.3. Experience – Mandatory Scored Requirements

Each Vendor must provide the following information regarding its experience:

4.2.3.1 Number of years in business;

4.2.3.2 Number of years of experience with providing the types of goods and services sought by the RFP;

4.2.3.3 A detailed description of the level of technical experience in providing the types of goods and services sought by the RFP;

4.2.3.4 A list all goods and services similar to those sought by this RFP that the Vendor has provided to other governmental entities, including a contact person name, telephone number, and e-mail address for each governmental entity.

4.2.3.5 A list of any previous government clients who have suspended use of the software product within the past five years, if any. The list shall include, for each previous government client, a contact person name, telephone number, and e-mail address.

The Vendor shall include similar information for any subvendors to be engaged in any projects under this contract.

4.3 Personnel – Mandatory Scored Requirements

This section describes Mandatory Scored Requirements for Personnel. Each Vendor shall provide a Personnel Plan, indicating whether the Vendor can meet the Personnel requirements stated below.

Each Vendor also shall provide résumés for all proposed key personnel who will be involved in providing the goods and/or services contemplated by this RFP. The following information must be included in the résumés:

- Full Name
- Education
- Years of experience and employment history, particularly as it relates to the requirements of the RFP, including experiences on similar projects

- Specific technical accomplishments, and hardware and software expertise
- Job description for purposes of this RFP

Each Vendor shall state the specific percentage of time that each of the following named positions will devote to the project. Also, each Vendor shall describe any planned staffing changes required for the contract effort. Each Vendor shall include similar information for subvendors to be engaged for any projects under this contract.

4.3.1 Personnel

Vendor's regular employees shall perform all design, system development, testing, deployment and maintenance operations, including the implementation and operation of the website, and all Call Center (if applicable) and help desk operations required to complete the Work.

Vendor shall detail the percentage of time each individual will devote to the contract effort; how key project persons will be replaced in the event of prolonged illness or termination of employment prior to completion of the contract effort; and each individual's specific responsibilities and, where applicable, supervisory roles. Vendor shall describe any planned staffing changes required for the contract effort.

Vendor shall employ the following staffing for this project at a minimum during the term of the contract. The necessity for Call Center staffing will depend on whether the Vendor chooses to propose this option.

4.3.1.1 Project Manager. The Project Manager shall be an employee of the Vendor. The Project Manager may not be substituted or replaced during the term of the Contract without approval from DNR

The Vendor shall propose only one candidate to be dedicated 100% to the Project, unless otherwise approved by DNR, for the position of Project Manager, and that candidate shall be identified by name. The Project Manager shall, on a full-time basis, manage the daily operations of the contract staff, work with state personnel and network Vendors, and be responsible for establishing and enforcing quality assurance standards for the Project. The Project Manager shall be the focal point for the coordination of Vendor's and DNR's responsibilities and assignments and shall provide a leadership role for all Vendor's services. The Project Manager shall be responsible for all aspects of the system customization and implementation of the proposed CPRS, including resource planning, scheduling and status reports to DNR. The Project Manager shall be available for all project meetings and be available within 24 hours of notification by DNR if necessary. The Project Manager shall be available to DNR by telephone during regular business hours. The Project Manager must spend sufficient time in Iowa so that

the PM understands the operations of DNR and the expectations for this Project. The Project Manager may also be named as the Operations Manager.

- 4.3.1.2 Account Manager.** The Vendor shall propose only one (1) candidate for the position of Account Manager and that candidate shall be identified by name. The Account Manager shall be responsible for overseeing all financial aspects of the CPRS, including the collection of fees, maintenance of financial records and the transmittal of funds due to DNR.
- 4.3.1.3 Software Engineer.** The Vendor shall propose only one (1) candidate for the position of Software Engineer and that candidate shall be identified by name. The Software Engineer shall be responsible for heading up the maintenance and development of all software programs for the CPRS.
- 4.3.1.4 Operations Manager.** The Vendor shall employ a full-time Operations Manager during the term of the contract. The Operations Manager shall be dedicated 100% to the CPRS. The Operations Manager shall be responsible for overseeing the operation of the CPRS and shall serve as the primary point of contact for the DNR Project team. Additionally, the Operations Manager shall be responsible for sending all required reports throughout Operations to the designated DNR Project team members. The Operations Manager shall participate in meetings between DNR and the Vendor. The Operations Manager shall be available to DNR by telephone during regular business hours. The Operations Manager shall also provide after-hours contact information to DNR in case of an emergency. The Operations Manager may also be named as the Project Manager.
- 4.3.1.5 Support Personnel.** The Vendor shall maintain sufficient levels of support personnel, including supervisory and support staff with appropriate training, work experience, and expertise to perform all Contract requirements on an ongoing basis. Telephone and administrative personnel shall be familiar with services covered under this RFP. The Vendor's support personnel shall also be responsible for handling ad hoc reporting requests and other data inquiries.
- 4.3.1.6 Call Center Supervisor (for Mandatory Call Center).** The Vendor shall propose only one (1) candidate to be dedicated 100% of the time, throughout Operations, to the Work for the position of Call Center Supervisor and that candidate shall be identified by name. The Call Center Supervisor shall be responsible for overseeing all aspects of the Call Center operations, staff supervision, record keeping, trouble shooting and customer service.

4.4 Project Work Plan and Executive Summary - Mandatory Scored Requirements

This section describes the Mandatory Scored Requirements for a preliminary proposed Project Work Plan and an Executive Summary to be submitted by each Vendor, addressing the requirements contained in sections 4.4.1 and 4.4.2 below.

The tasks and deliverables in sections 4.4.1 and 4.4.2 do not necessarily represent a logical sequence for completion of the work to be performed.

4.4.1 Project Work Plan and Executive Summary

The Mandatory Scored Requirements include submission of a preliminary proposed Project Work Plan and an Executive Summary, addressing the requirements contained in sections 4.4.1 and 4.4.2.

The Executive Summary shall be approximately one page in length.

Executive Summary

The Vendor shall prepare an executive summary and overview of the goods and services it is offering, including all of the following information:

- Statements that demonstrate that the Vendor has read, understands and agrees with the terms and conditions of the RFP and the proposed contract.
- An overview of the Vendor's plans for complying with the requirements of this RFP.
- Any other summary information the Vendor deems to be pertinent.

Project Work Plan

The Project Work Plan shall not exceed 35 pages and shall explain how the Vendor intends to complete all tasks and provide all deliverables listed in this RFP and obtain the DNR's acceptance of the deliverables.

Each Vendor shall include a detailed schedule for completing each of the Project Tasks (See Section 4.4.2 Project Tasks) based on the number of hours, days and weeks required for completing each task, and specifying start and end dates for each task, and having final drafts of all Deliverables submitted to DNR for approval by specific dates.

The Work plan shall include, but is not limited to:

- A description of how the project shall be managed, prioritized, and controlled, including a description of project management structure and an organization chart.
- Vendor shall provide a proposed approach to coordinating the responsibilities of DNR staff with those of the Vendor to ensure overall project success and to ensure that knowledge transfer occurs.

- A Project Change Control process for controlling the project, documenting and prioritizing DNR and Vendor change requests.
- The schedule will include regular “coordination” meetings, at least bi-weekly, with program, IT Bureau and user representatives.
- The schedule will include regular status report meetings.
- The plan should specify each person working toward the task. This shall include the involvement of DNR and other resources required at each stage.
- A plan for post-implementation support of DNR staff and customers.
- Vendor shall provide information to DNR about how Vendor proposes to provide appropriate documentation to DNR.

4.4.2 Project Tasks

4.4.2.1 Task 1: Project Management

Work Management: The State will provide oversight for the Work, but the Vendor shall provide overall Work management for the tasks under this Contract, including the day-to-day management of its staff. The Vendor also shall assist the DNR with coordinating assignments for DNR staff, if any, involved in the Work.

During the Contract period, Vendor shall provide a Project Implementation/Operations Team including its Call Center Supervisor, Account Manager to oversee all financial functions, and Software Engineer to oversee software/programming issues. Additionally, the Vendor shall provide all administrative support for its staff and activities. Throughout the Work effort, the Vendor shall employ ongoing management techniques to ensure a comprehensive Work Plan is developed, executed, monitored, reported on, and maintained.

Update Project Schedule. The Project schedule submitted with the Vendor’s proposal shall be updated and submitted in electronic and paper form to DNR for approval within seven (7) calendar days of the Kick Off meeting date. The revised Project schedule will become the Vendor’s master plan to fulfill the Contract. The Project schedule shall be formally update in conjunction with the monthly reporting requirements throughout the Project.

4.4.2.2 Progress Reports and Meetings: The Vendor shall provide progress reports regarding the status of the CPRS, and shall

attend meetings regarding the CPRS, according to the following specifications.

Kick-Off Meeting. The Vendor and DNR will conduct a Kick-Off meeting within 5 working days of the start date contained in the Contract.

Weekly Meetings. Commencing with beginning performance of this Contract and continuing throughout the Contract period, Vendor's Project Implementation/Operations Team shall meet weekly with DNR personnel to discuss progress made by the Contractor during the performance of this Contract. The meetings shall occur, either in person or by telephone conference call, at specific times that will be agreed between the parties.

Ad Hoc Meetings: Vendor's Project Implementation/Operations Team shall participate in all Project-related meetings as requested. The Vendor may be required to prepare materials and make formal presentations at these meetings.

Weekly Status Reports: The Vendor shall provide written and electronic status reports on the Project, which are due to DNR at least 24 hours before each weekly meeting. In its proposal, Vendor shall propose a format and level of detail for the weekly status report. Weekly status reports shall contain the following items, at a minimum:

- An Executive Summary;
- Any issues encountered during the previous week and their current disposition;
- Any testing status and test results;
- A list of deadlines that were met and not met, and reasons for any missed deadlines;
- Any issues that need to be addressed before proceeding with an uncompleted task;
- Anticipated tasks to be completed in the next week;
- Tasks percentage completed between 0% and 100%;
- An analysis of risk anticipated, proposed mitigation strategies and resolved risks;
- Status of open issues;
- Identification of Vendor employees assigned to specific activities;
- Problems encountered, proposed resolutions and actual resolutions;
- Any updates required in the change management process; and
- Proposed changes to the Project schedule, if any.

At the next scheduled meeting after which any party has identified in writing a problem, the party responsible for resolving the problem shall provide a report setting forth activities undertaken, or to be undertaken, to resolve the problem, together with the anticipated completion dates of such activities. Any party may recommend alternative courses of action or changes that shall facilitate problem resolution.

Monthly Status Reports: The Vendor shall submit a hardcopy and electronic status report, which is due to DNR by the close of business, the second working day following the end of each month. In its proposal, Vendor shall propose a format and level of detail for the weekly status report. Monthly status reports shall contain, at a minimum, the following:

- A description of the overall completion status of the Project in terms of the approved Project schedule, including a summary of the Weekly Status Reports for the preceding month;
- The plans for activities scheduled for the next month;
- The Deliverable status, with percentage of completion and time ahead or behind schedule for particular tasks; and
- Identification of Vendor employees assigned to specific activities.

4.4.2.3 Task 2: Requirements Analysis

The Vendor shall perform a detailed review of the technical and functional requirements of the CPRS. The Vendor shall thoroughly review, confirm, and update if necessary, all the technical and functional requirements specified in this RFP. In addition, the Vendor shall work with State staff to fully understand the scope, purpose and implications of each requirement by holding joint application development sessions, site visits, or interviews with DNR personnel.

The Vendor shall perform a detailed analysis of the technical and functional requirements in the RFP and the Vendor's proposed system, and develop the detailed specifications required to customize and implement the new CPRS. The Vendor shall provide the results of the analysis to DNR.

The Vendor shall develop a **System Requirements Specifications Document**. This System Requirements Specifications Document shall include functional and non-functional requirements (e.g., quality attributes, legal and regulatory requirements, standards, performance requirements and design constraints). The requirements covered in this RFP and any new requirements discovered as a result of the joint application development sessions and interviews shall be

included in the System Requirements Specifications Document. The specification for each requirement shall include a means of measuring that the requirement has been satisfied. This measurement shall be utilized to generate the necessary test cases for system and acceptance testing. All requirements must be further refined to arrive at the detailed design requirements and traced throughout the system development life cycle.

During this phase, the Vendor shall develop a **Requirements Traceability Matrix** to track all requirements specified in the system requirements specifications document. The Vendor shall track all requirements through each stage of the development life cycle from requirement specification through production deployment. The Vendor shall store the requirements in a requirements traceability repository that shall be accessible by the State. The requirements traceability matrix and the repository shall be used through the project to assure that the design, development, test and final production system meet all specified requirements.

The Vendor Deliverables for the Analysis Phase shall be: (1) an Analysis, (2) a System Requirements Specifications Document, and (3) a Requirements Traceability Matrix.

4.4.2.4 Task 3: Design

The Vendor shall develop a System Design Specification Document for the customization of the CPRS. The System Design Specification Document shall:

1. Address functional and technical requirements identified through GAP analysis
2. Include a high level design for the required customizations
3. Include the external interfaces
4. Include design/implementation constraints for the required customizations
5. Contain all the information necessary for application customization

The Vendor shall thoroughly document and track each functional requirement from the System Requirements Specification Document to the System Design Specification Document. This documentation shall also include traceability from the specifications forward to the test cases developed for system testing.

The Vendor shall develop and provide a Detailed System Design Document for customization of the CPRS. The Detailed Design System Document must include:

1. Resource requirements that detail CPU, data storage, print, memory and time estimates for transaction and batch processes required for test, development and production

2. A detailed description and context diagram of the system architecture on how the components are integrated to detailed requirements
3. A flow diagram of each module and interface, identifying all major inputs, processes, and outputs
4. Final network configuration with graphic layout of all network lines, switches and all hardware/software detail
5. Entity relationship diagrams
6. A detailed comprehensive data element dictionary
7. A logical and physical data model

The Vendor Deliverables for the Design Phase shall be: (1) a System Design Specification Document, and (2) Detailed System Design Document.

4.4.2.5 Testing Workplan

Vendor shall provide a Testing Workplan that shall include a description of what methodology, tools, standards and procedures shall be used to obtain DNR acceptance of the work performed by the Vendor under the contract.

The DNR's objective is to make transition from the current Second Generation Parks Reservation System to the CPRS as seamless as possible so that customers detect as little difference as possible between the systems, other than enhanced services. To accomplish this goal, all CPRS must be fully tested, error free, and approved by DNR before it is released for public use. Both the web-based reservation system and the telephone Call Center sales system must be included in this process, including all the hardware, software, communications, and security devices necessary for them to operate correctly.

The Vendor shall customize the CPRS software to meet the needs of DNR as defined in the completed system design specification document and detailed system design document. The Vendor shall be responsible for providing, maintaining and supporting the environments necessary to customize and test the system. The Vendor shall develop any bridges and integration code necessary for the CPRS to interface with other third party software and external systems.

The Vendor shall develop a Master Test Plan that addresses each of the following testing types: Unit, System and Integration, Regression, Load and Stress, and User Acceptance Testing. With the exception of User Acceptance testing, testing must be performed by the Vendor. The Vendor shall document and compare all results to the expected outcomes for each test. Test results must be provided to DNR through reports and meetings. At a minimum the Master Test Plan shall ensure:

1. Stability of the hardware and software
2. Capacity and scalability of the hardware and software
3. Functionality of the software
4. Reliability and correctness of the software
5. The accuracy of the input and output provided by the hardware and software
6. Confidentiality of customer information
7. Adherence to statewide security policies
8. Test data, test case scenarios and scripts are thorough and complete
9. Secure transfer protocols for data exchange
10. Ability of the proposed solution to handle power outages or interruptions in service or other loss to the system including the ability to recover data
11. PCI and GAAP compliance

The Vendor shall execute the Master Test Plan and document the results in a Master Test Plan Results Document.

The Vendor shall track and correct any defects that arise during testing. The Vendor shall resolve all defects prior to system implementation and operation. All defects and their resolutions shall be documented and tracked in a Defects Tracking Log.

The Vendor shall perform testing activities that shall include:

1. **Unit Test:** The Vendor shall conduct unit testing of the CPRS. Unit testing shall include a description of the test procedure, expected results, and the actual results of each unit or module customized or built for the system.
2. **System and Integration Test:** The Vendor shall conduct system and integration testing of the CPRS. System and integration testing must ensure that the system functions as designed and exchanges data correctly. Additionally, integration testing shall verify that each software unit or module implemented will operate seamlessly as a part of the CPRS.
3. **Regression Test:** The Vendor shall conduct regression testing of the CPRS. Regression testing shall ensure that the system functions as designed and that any regression flaws are uncovered. The System shall continue to function as designed after any modifications have occurred
4. **Load and Stress Test:** The Vendor shall conduct load and stress testing to determine performance levels under expected system loading conditions with production-sized databases. Load and stress testing shall also be conducted to evaluate how the system performs under maximum stress conditions and to determine the maximum capacity within specified performance levels. The results of the load test

may also result in re-work and system tuning if specified performance levels are not met.

- 5. User Acceptance Test (UAT):** The UAT demonstrates that the Vendor is ready to provide the system to the DNR for testing. The primary purpose of UAT is to validate that the user requirements, as defined in the System Requirements Specification Document, are met. DNR staff will verify the operability of the system, all functional areas and output data. System performance will also be evaluated against the performance requirements specified in the System Requirements Specification Document. The entire system shall be tested before start of operations. The DNR shall approve any modifications to the system. The Vendor shall support and assist DNR during execution of UAT.
- 6. Field Testing:** The Vendor shall test the accessibility and functionality of the various reservation and registration screens and all report functions. Vendor shall allow a representative of DNR must be present at all field tests.

The Vendor shall update the Master Test Plan results document upon completion of each test described above.

The Vendor Deliverables for the Testing process shall be: (1) a Master Test Workplan, (2) Master Test Workplan Results, and (3) a Defects Tracking Log.

4.4.2.6 Task 5: Training

The Vendor shall be responsible for training DNR staff regarding all features of the CPRS web application, both the Public Access Component and the Administrative Function Component. If applicable, the Vendor also shall be responsible for training regarding a Call Center.

The vendor shall be responsible for all expenses incurred while developing and disseminating the necessary training plans and materials, and for the actual expenses incurred by the Vendor during training. The Vendor shall be responsible for all supplies and locations required for training.

The Vendor shall create a Training Workplan. Prior to implementation, this Training Workplan shall be subject to approval by DNR.

At a minimum, the Training Workplan shall provide for the following:

4.4.2.6.1 Training Materials for DNR staff

Vendor shall develop training materials for DNR staff, including written manuals, which shall be provided to DNR staff in hardcopy and electronic format.

Training Materials for DNR personnel shall be based on job responsibilities, and shall include specific training materials for (1) field staff working in the campground, (2) central office staff overseeing the system, (3) DNR fiscal staff.

Training materials for field staff working in the campground and central office staff overseeing the system shall include: (1) the generation of both standard and ad hoc reports from the internet and Call Center portions of the CPRS; and (2) Administrative Function Component procedures, including but not limited to adjusting reservation fees, making changes to individual customer accounts for the purpose of changes and cancellations, and case-by-case adjustments.

Training materials for DNR fiscal staff shall include: (1) the generation of both standard and ad hoc reports from the internet and Call Center portions of the CPRS; and (2) EFT and fiscal procedures, including how the CPRS will handle all monies, either user fees paid by the customer directly to the Vendor, or reservation fees collected by the Vendor and transferred to DNR.

4.4.6.2.2 Training schedule for DNR staff

Vendor shall provide a training schedule for initial training, identifying the number of training sessions offered and the length of the training course. The training schedule shall include at least one train the trainer session. Initial training of DNR-designated DNR staff shall occur prior to deployment of the system. In order to provide adequate coverage for other DNR business functions, groupings of DNR personnel may not be able to be trained during the same time.

Vendor shall have an ongoing training responsibility to update DNR staff about changes to the CPRS that occur during the life of the contract and any amendments to the contract. Training materials

shall be updated as necessary. Following initial training, Vendor shall provide DNR staff with a toll-free telephone number for DNR staff to contact the Vendor with any training and troubleshooting issues during the life of the contract and any amendments to the contract.

4.4.6.2.3 Location of Training for DNR staff

DNR personnel training shall occur at various locations, chosen by the Vendor, around the State of Iowa.

4.4.6.2.4 Capacity of Training Sessions for DNR staff

Training shall be provided by Vendor for 100-150 DNR employees in groups of 30 to 50.

4.4.6.2.5 Method of Training for DNR staff

The Vendor shall provide training that is hands-on and instructor led, which shall include demonstrations of the CPRS. Vendor shall provide to DNR a list of all hardware, software and supplies required by Vendor for the training environment.

4.4.6.2.6 Evaluations of training sessions for DNR staff

The Vendor shall provide for evaluation of training sessions, and shall provide the evaluation results to DNR.

The Vendor Deliverables for the Training process shall be: (1) a Training Workplan.

4.4.2.7 Task 6: Transition and Data Conversion Workplan

With respect to the web application of the CGRS, DNR anticipates that the current parks reservation system will continue to operate until the CPRS is deployed. Pursuant to contract conditions with the current Vendor, the current Vendor will cooperate with any future Vendor to make an orderly transition to a new system.

Transition from the expiring contract to the new contract shall appear seamless to the general public. The Vendor shall complete the transition with minimal disruptions to DNR normal business functions during and after the transition time frame.

Vendor shall submit a proposed Transition and Data Conversion Workplan, including a timeline. Transition shall include installation of necessary hardware, and a plan for transitioning of current parks reservation system data from the existing parks reservation system to the CPRS.

DNR expects that data that relating to reservations that have not yet taken place in the existing system shall be included in the

CPRS application upon system deployment into production. This will consist of a list of reservations current at the time, and campsite/rental facility description information, including maps if possible. Vendors shall submit a proposed transition plan that includes data conversion (migration), including a timeline.

The successful Vendor shall use the current DNR Parks Reservation System website, located at (URL) as a model, in order to provide a transition to the new system with as little confusion as possible for DNR customers.

Prior to converting the data, the Vendor must provide a Data Conversion Workplan, which shall be approved by DNR prior to its implementation. DNR has determined that only "active" reservation information will be converted to the new CPRS. At a minimum, the Data Conversion Workplan shall:

- Include a process and strategy for converting active data from the current database into the new CPRS;
- Establish rules to resolve data issues and create methods to correct erroneous data;
- The Vendor must perform a pre-conversion test designed to ensure that the data conversion process completely imports the active converted data.
- The Vendor must track pre-conversion test results. Once the Vendor certifies that the test is successful and DNR approves the test results, the Vendor may perform the full conversion.
- The Vendor must convert the active data to the new CPRS and ensure minimal disruption to the work efforts of DNR. This conversion effort must verify that the data is imported completely and accurately reflects the source data.

The Vendor shall convert the active data from the current system electronically. Where current system data cannot be electronically converted, the Vendor must provide manual entry.

The Vendor shall execute the Conversion Workplan and perform all conversion activities prior to the system being ready for operation.

Additionally, the Vendor shall enter the current DNR fee structure, Iowa sales tax, current discount programs, park information and other required data into CPRS. Additionally, the DNR shall have the ability to enter and update the above mentioned items.

The Vendor shall provide a Data Conversion Results Document that contains outcomes from converting the DNR active system

data. The format of this document must be mutually agreed upon by the Vendor and DNR during the data conversion planning effort.

The Vendor Deliverables for the Transition and Data Conversion process shall include, but not necessarily be limited to: (1) a Transition and Data Conversion Workplan, (2) a Pre-Conversion Test Results Document; and (3) a Data Conversion Results Document.

4.4.2.8 Task 7: Implementation

DNR and the selected Vendor will agree to a date for implementation and deployment of the CPRS. DNR will carefully consider the schedule for completion of the CPRS proposed by each Vendor. It is DNR's goal to move this project forward as soon as possible.

The Implementation Plan shall describe to DNR how the Vendor shall implement the CPRS. At a minimum, the plan shall detail the approach for coordinating the following:

1. Final testing, training and data conversion activities
2. Technical preparation and system changeover activities
3. Development of an implementation activities check list
4. Implementation schedule
5. The process for developing a contingency plan for identifying, communicating, and resolving risks during implementation
6. Activities required, in order to, effectively implement, operate and maintain the system
7. Document resolution of issues and associated dates

The Vendor shall produce and update the Implementation Workplan as necessary to reflect all project changes that directly impact implementation. The most critical update to the CPRS Project during this phase is the development of a contingency plan for mitigating and resolving those risks that have been identified as impacting implementation. It shall address the strategies for business and system continuity planning as a result of implementation issues. The contingency plan shall include one or more alternate solutions for each risk that are acceptable to the DNR. The Vendor shall execute the contingency plan as issues arise during implementation, upon approval of DNR. The Vendor, upon approval of DNR, shall implement the CPRS in accordance with the approved Implementation Plan.

During implementation, the Vendor shall establish a Help Desk and Call Center. During field testing, the Help Desk shall be available and staffed from 8:00 a.m. to 4:30 p.m. five (5) days a week, Monday through Friday, Central Standard Time (CST).

The Help Desk shall respond to all system and user questions during implementation within four (4) business hours of notification of a problem. The Vendor shall maintain toll-free telephone access for both the Help Desk and Call Center. The Vendor shall provide the toll-free telephone for the Help Desk, and for the Call Center. Vendor shall pay all fees associated with use of all phone numbers.

The Vendor shall provide a signed implementation certification letter that certifies that the system is ready for production. The certification letter shall confirm at a minimum:

1. All training activities required have been completed
2. All transition activities have been completed
3. All data has been converted, cleaned and accepted
4. Help desk and Call Center are established
5. All user and system supports are in place

The Vendor shall provide a **user manual** to DNR at the time the system is implemented; however, the user manual shall be updated through operations. The user manual shall describe all user functions for the CPRS.

An electronic copy of the final version of the CPRS's user manual shall be provided to DNR. The Vendor shall supply additional copies of the CPRS's user manual as requested by the State. The Vendor shall update the user manual when there is a change in the program that impacts the operation of the program in the field. The manuals will become property of DNR and DNR shall have the ability to copy manuals as needed. The manuals shall be provided to the parks prior to implementation and operation of the CPRS.

The Vendor Deliverables for the Implementation portion of the project shall include, but not necessarily be limited to: (1) an Implementation Workplan, (2) a Signed Implementation Certification Letter, and (3) a User Manual. The end result of this portion of the project will result in the presentation of the Centralized Parks Reservation System for Acceptance

4.4.2.9 Task 8: Post Development and Deployment Support

Vendor shall provide a Post Development and Deployment Support Workplan, designed to support both DNR and its current and potential customers. Additionally, the Vendor shall make DNR aware of any active Vendor user community that may benefit DNR's use of Vendor's services.

The Vendor and DNR will assess the operational readiness of all required system components including interfaces and required communications links. This will result in the establishment of the operational production environment in which all reservations and

transactions will be accurately and reliably processed. Throughout operations, the Vendor shall ensure that the Centralized Parks Reservation System (CPRS) is a reliable and dependable system that meets the needs of DNR and its stakeholders. The Vendor shall be responsible for providing, maintaining and supporting the environments necessary to operate the system. Vendor shall comply with the requirements of Attachment #7 – Operations.

In addition to the customizations needed to meet the requirements to develop and deploy the CPRS, the Vendor shall provide up to 2,500 hours of programming, at no additional cost to DNR, for additional customizations over the life of the contract. These hours shall be utilized to make customizations outside the requirements of this RFP that are requested by DNR to enhance the CPRS.

Over the life of the Contract, the Vendor also may be asked to provide additional services to DNR on an as needed basis, at no additional cost to DNR. Such services will be limited to customer notification work for such things as emergency closure of campgrounds, DNR initiated site changes or changes in fees for a facility.

The Vendor Deliverables for this phase of the project shall include, but not necessarily be limited to:

1. Performance Period Report
2. Business Resumption Plan
3. Server Logs (ongoing)
4. Performance Report (ongoing)
5. Detailed Escalation and Resolution Plan
6. Help Desk Log (ongoing)
7. Help Desk Procedure Manual
8. Help Desk Reports (ongoing)
9. Call Center Procedure Manual
10. Call Center Reports (ongoing)

4.4.2.10 Task 9: Documentation Vendor shall responsible to provide to DNR documentation of all phases of the development and implementation of the CPRS, including schedules, personnel, completion of workplan tasks, fulfillment of technical and other requirements, and post-implementation maintenance of the CPRS.

4.5 Optional Scored Requirements

In addition to the Centralized Parks Reservation Components described above, DNR requests that prospective Vendors also address in their Proposals several **Optional Scored Requirements** that may be included as part of a Contract. The options listed below are to be answered by the Vendor within the Attachment # document listed for each bullet point.

- DNR requests that prospective Vendors address the option of the Vendor providing at least three Call Center operators physically located in Iowa during peak season (March 1 through September 30) and DNR requests that prospective Vendors address the option of the above-mentioned Call Center operators dedicated only to the CPRS. (Further specifications of this Optional Scored Requirement are contained in Attachment #10.)
- DNR requests that prospective Vendors address the option of increased potential for interaction between DNR's Parks Reservation System and other parks reservation and related databases. To that end, DNR wishes to provide for the possibility that any Contract awarded pursuant to this Request for Proposals may be amended to allow for the inclusion of parks reservation on behalf of other public entities in the State of Iowa. DNR also wishes to provide for the possibility that any Contract awarded pursuant to this Request for Proposals may be amended to allow the development of compatibility of the Centralized Parks Reservation System with DNR's current Electronic Licensing System of Iowa (ELSI2). (Further specifications of this Optional Scored Requirement are contained in Attachment #7.)
- DNR requests that prospective Vendors address the option of increased potential for future development of an in-park reservation system. To that end, DNR wishes to explore allowing both parks field sites and a Call Center access to a Central Parks Reservations System database, so that parks field sites may process customer registrations and conduct revenue reporting and specialized financial reporting. (Further specifications of this Optional Scored Requirement are contained in both Attachments #7 (parks field sites) and #10 (Call Center).)
- DNR requests that prospective Vendors address the option of the Vendor's ability to record all calls received by the Vendor-operated Call Center that last over 90 seconds and that result in a transaction. The DNR anticipates that these recorded calls would be saved for a minimum of 6 months from the call date and would be available to the DNR Project Manager upon request. (Further specifications of this Optional Scored Requirement are contained in Attachment #10)
- DNR requests that prospective Vendors address the option of assisting DNR with the development and implementation of a gift card program. (Further specifications of this Optional Scored Requirement are contained in Attachment #5)
- DNR requests that prospective Vendors address the option of including group camps in the reservation system, as they are not currently included. (Further specifications of this Optional Scored Requirement are contained in Attachment #5)

4.6 Parks Reservation System Essentials

DNR also operates its current parks reservation system pursuant to Business Rules, which are attached to this RFP as Attachment #13. DNR requests that potential Vendors respond regarding their ability to comply with the current Business Rules.

DNR will entertain Vendors' specific comments regarding how changes to the statutes, administrative rules and/or business rules would assist them in providing DNR with a Centralized Parks Reservation System. Vendor shall specifically state what changes in the statutes, administrative rules or business rules are necessary or desirable and shall cite the specific sections thereof when making comments about changes. The Vendor should also make specific comments explaining the rationale for the suggested changes to each mentioned portion of the current statutes, rules and business rules. Comments regarding changes shall address all components of the CPRS, as appropriate. Changes to the statutes would require legislative action. Changes to the administrative rules would require the re-drafting of rules by DNR, followed by a public notice and comment period prior to final adoption of any changes. Vendor would be required to and should state their willingness to coordinate with DNR in efforts to change any statutes and rules to become compatible with a new planned system.

Section 5

Evaluation of Proposals

5.1 Introduction

This section describes the evaluation process that will be used to determine which Bid Proposal(s) provides the greatest benefit. DNR will not necessarily select the Vendor offering the lowest cost; instead, DNR will select the Vendor whose Responsive Bid Proposal appears to provide the best value to the State.

5.2 Evaluation Committee

The Lead Agency intends to conduct a comprehensive, fair, and impartial evaluation of Bid Proposals received in response to this RFP. The Lead Agency will use an evaluation committee as determined by the participating Boards to review and evaluate the Bid Proposals.

5.3 Overview of Evaluation Process

All Technical Proposals will be evaluated to determine if they comply with the Mandatory Pass/Fail Requirements and Scored Technical Requirements described in Sections 4.2, 4.3, and 4.4 and meet the minimum required score. To be deemed a Responsive Proposal, the Proposal must:

- Answer “Yes” to all parts of Section 4.2.1 that are Mandatory Pass/Fail Requirements and include supportive materials as required to demonstrate they will be able to comply with the Mandatory Pass/Fail Requirements in that section, and
- Obtain the minimum score required for the Scored Technical Requirements. Minimum score required for the Scored Technical Requirements is 60% or more.
- There will also be additional points available to be awarded for the Section 4.5 Optional Scored Requirements.

An addendum identifying the points assigned to the scored sections of the RFP will be posted prior to the RFP due date.

5.4 Preferences

Preferences required by applicable statute or rule shall be applied, where appropriate.

5.5 Evaluation Criteria

Evaluation of proposals will be based on the following criteria, which are not listed in any particular order of importance.

- 5.5.1** Executive Summary, compliance with Section 3, and Vendor’s proposal to meet the Mandatory Pass/Fail Requirements, the Mandatory Scored Requirements, and the Optional Scored Requirements, as well as any other issues addressed in Section 4 of this RFP and all attachments referenced in Section 4.

- 5.5.2** Background Information, including qualification of Vendor's staff and of proposed subcontractors, if any (Refer to Sections 3.2.4, 4.2.3 and 4.3)
- 5.5.3** Vendor's professional experience and performance record, including Vendor's references. (Refer to Sections 4.2.2 and 4.2.3)
- 5.5.4** Financial stability and fiscal accountability of Vendor (Refer to Section 3.2.5)
- 5.5.5** Vendor's record regarding terminations and litigations (Refer to Section 3.2.6)
- 5.5.6** Acceptance of terms and conditions (Refer to Section 3.2.7 and to Section 6 in its entirety)

Section 6

Contractual Terms and Conditions

6.0 Preface

Any contract(s) resulting from this RFP between the State and the successful Vendor shall be a combination of the specifications, terms and conditions of this RFP; the offer of the Vendor contained in the Vendor's proposal; written clarifications or changes made in accordance with the provisions herein; and any other terms deemed necessary or acceptable by the DNR.

Any resulting contract shall be available to the public as part of the public record in accordance with applicable law.

6.1 Selection Contingent Upon Contract Negotiations

The initial selection of a bidder means that the State and DNR will negotiate in good faith with the selected bidder in expectation of executing a contract. If the State and DNR determines within its sole discretion that it cannot execute a contract with the selected bidder, then a new bidder may be selected based on the next highest score or an RFP reissued at a later time.

6.2 Duration of Contract Term, and Amendments to Extend Duration of Contract

The term of the contract shall be **four years**, unless terminated earlier in accordance with the terms of the contract. The effective date of the contract shall not precede the date upon which both parties have signed the contract and the date upon which the contract is approved by the Natural Resources Commission, if such approval is required. DNR shall have the sole option to renew and extend this Contract for subsequent periods, adding up to no more than 6 years total, by executing a signed Contract prior to the expiration of this Contract.

6.3 Acceptance of Terms and Conditions

By submitting a proposal, each Vendor acknowledges its acceptance of the specifications, terms and conditions of the contract contained in this RFP, on behalf of itself and its third party subcontractors, without change except as otherwise expressly stated in its proposal, and of the specifications, terms and conditions of the contract forms found in Attachment #8, "*Ownership*", Attachment #15, "*Special Contract Provisions*", and Attachment #16, "*General Contract Provisions*." If a Vendor takes exception to a provision, the Vendor must state the reason for the exception and set forth in its proposal the specific contract language it proposes to include in place of the provision. **Exceptions that materially change these terms or the requirements of the RFP may be deemed non-responsive by the DNR, as determined in its sole discretion, resulting in possible disqualification of the Vendor's proposal.** With regard to the "Special Contract Provisions," DNR and the successful Vendor may agree to modifications to the terms of the "Special Contract Provisions" as necessary to negotiate the terms of a contract.

A Vendor's failure to state an exception to any provision and propose alternative language may be deemed by the State of Iowa to constitute Vendor's acceptance thereof. The State reserves the right to refuse to enter into a contract with the successful Vendor for any reason, even after delivery of notice of selection or intent to award a contract.

The terms and conditions as stated herein relate only to this RFP, and do not extend to other or future contracts a prospective Vendor may currently have or may have in the future with the State of Iowa, nor do the terms and conditions as stated herein relate to any other State of Iowa or DNR procurement which may be in process.

6.4 Deadline for Execution of Contract

By submitting a proposal, each Vendor agrees that any and all contracts resulting from this RFP must be negotiated and signed by all parties no later than May 1, 2016 unless such deadline is extended by the State of Iowa in writing. However, it is the State's goal to move this project forward and the State anticipates that a Contract would be signed prior to this deadline. Any failure by a successful Vendor or its third party Vendors to negotiate and sign a contract with the State of Iowa prior to this deadline may result in suspension or termination of negotiations with the successful Vendor, and the State may elect to negotiate with any other Vendor.

**Attachment #1
Certification Letter**

[Date]

Issuing Officer Name: Ken Discher
Agency: Dept. of Administrative Services
Agency Address: Dept. of Administrative Services
Central Procurement Enterprise
1305 E. Walnut St.
Hoover Bldg. – Level 3
Des Moines, IA 50319

Re: **RFP1216542006** - PROPOSAL CERTIFICATIONS

Dear Ken Discher:

I certify that the contents of the Proposal submitted on behalf of **[Name of Contractor]** in response to **Lead Agency** for **RFP1216542006** for a **DNR Centralized Parks Reservation System** are true and accurate. I also certify that Contractor has not knowingly made any false statements in its Proposal.

Certification of Independence

I certify that I am a representative of Contractor expressly authorized to make the following certifications in behalf of Contractor. By submitting a Proposal in response to the RFP, I certify in behalf of the Contractor the following:

1. The Proposal has been developed independently, without consultation, communication or agreement with any employee or consultant to the Agency or with any person serving as a member of the evaluation committee.
2. The Proposal has been developed independently, without consultation, communication or agreement with any other contractor or parties for the purpose of restricting competition.
3. Unless otherwise required by law, the information found in the Proposal has not been and will not be knowingly disclosed, directly or indirectly prior to Agency's issuance of the Notice of Intent to Award the contract.
4. No attempt has been made or will be made by Contractor to induce any other contractor to submit or not to submit a Proposal for the purpose of restricting competition.
5. No relationship exists or will exist during the contract period between Contractor and the Agency or any other State agency that interferes with fair competition or constitutes a conflict of interest.

Certification Regarding Debarment

6. I certify that, to the best of my knowledge, neither Contractor nor any of its principals: (a) are presently or have been debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by a Federal Agency or State Agency; (b) have within a three year period preceding this Proposal been convicted of, or had a civil judgment rendered against them for commission of fraud, a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction, violation of antitrust statutes;

commission of embezzlement, theft, forgery, falsification or destruction of records, making false statements, or receiving stolen property; (c) are presently indicted for or criminally or civilly charged by a government entity (federal, state, or local) with the commission of any of the offenses enumerated in (b) of this certification; and (d) have not within a three year period preceding this Proposal had one or more public transactions (federal, state, or local) terminated for cause.

This certification is a material representation of fact upon which the Agency has relied upon when this transaction was entered into. If it is later determined that Contractor knowingly rendered an erroneous certification, in addition to other remedies available, the Agency may pursue available remedies including suspension, debarment, or termination of the contract.

Certification Regarding Registration, Collection, and Remission of Sales and Use Tax

7. Pursuant to *Iowa Code sections 423.2(10) and 423.5(8) (2011)* a retailer in Iowa or a retailer maintaining a business in Iowa that enters into a contract with a state agency must register, collect, and remit Iowa sales tax and Iowa use tax levied under *Iowa Code chapter 423* on all sales of tangible personal property and enumerated services. The Act also requires Contractors to certify their compliance with sales tax registration, collection, and remission requirements and provides potential consequences if the certification is false or fraudulent.

By submitting a Proposal in response to the (RFP), the Contractor certifies the following: (check the applicable box)

- ☐ Contractor is registered with the Iowa Department of Revenue, collects, and remits Iowa sales and use taxes as required by *Iowa Code Chapter 432*; or
- ☐ Contractor is not a “retailer” or a “retailer maintaining a place of business in this state” as those terms are defined in *Iowa Code subsections 423.1(42) and (43)*.

Contractor also acknowledges that the Agency may declare the Contractor’s Proposal or resulting contract void if the above certification is false. The Contractor also understands that fraudulent certification may result in the Agency or its representative filing for damages for breach of contract in addition to other remedies available to Agency.

Sincerely,

[Name and Title]

Attachment #2
Authorization to Release Information Letter

[Date]

Issuing Officer Name: Ken Discher
Agency: Dept. of Administrative Services
Agency Address: Dept. of Administrative Services
Central Procurement Enterprise
1305 E. Walnut St.
Hoover Bldg. – Level 3
Des Moines, IA 50319

Re: RFP1216542006 - AUTHORIZATION TO RELEASE INFORMATION

Dear Ken Discher:

[Name of Contractor]_____ hereby authorizes the **Lead Agency** ("Agency") or a member of the Evaluation Committee to obtain information regarding its performance on other contracts, agreements or other business arrangements, its business reputation, and any other matter pertinent to evaluation and the selection of a successful Contractor in response to **RFP1216542006**.

The Contractor acknowledges that it may not agree with the information and opinions given by such person or entity in response to a reference request. The Contractor acknowledges that the information and opinions given by such person or entity may hurt its chances to receive contract awards from the State or may otherwise hurt its reputation or operations. The Contractor is willing to take that risk.

The Contractor hereby releases, acquits and forever discharges the State of Iowa, the Agency, their officers, directors, employees and agents from any and all liability whatsoever, including all claims, demands and causes of action of every nature and kind affecting the undersigned that it may have or ever claim to have relating to information, data, opinions, and references obtained by the Agency or the Evaluation Committee in the evaluation and selection of a successful Contractor in response to the RFP.

The Contractor authorizes representatives of the Agency or the Evaluation Committee to contact any and all of the persons, entities, and references which are, directly or indirectly, listed, submitted, or referenced in the Contractor's Proposal submitted in response to RFP.

The Contractor further authorizes any and all persons and entities to provide information, data, and opinions with regard to its performance under any contract, agreement, or other business arrangement, its ability to perform, business reputation, and any other matter pertinent to the evaluation of the Contractor's Proposal. The Contractor hereby releases, acquits and forever discharges any such person or entity and their officers, directors, employees and agents from any and all liability whatsoever, including all claims, demands and causes of action of every nature and kind affecting the Contractor that it may have or ever claim to have relating to information, data, opinions, and references supplied to the Agency or the Evaluation Committee in the evaluation and selection of a successful Contractor in response to RFP.

A photocopy or facsimile of this signed Authorization is as valid as an original.

Sincerely,

[Printed Name of Contractor Organization]

[Name and Title of Authorized Representative]

Date

**Attachment #3
Vendor Requirement Check List**

RFP REFERENCE SECTION	RESPONSE INCLUDED		LOCATION OF RESPONSE
	Yes	No	
3. Six hard copies and one CD/DVD of the Technical Bid Proposal			
3. Six hard copies and one CD/DVD of the Cost Proposal (Attachment #4)			
3. One (1) Public Copy (one hard and one CD/DVD) with Confidential Information excised (IF applicable)			
3. Transmittal Letter			
3. Executive Summary			
3. Vendor Background Information			
3. Financial Information			
3. Terminations			
3. Acceptance of Terms and Conditions			
3. Firm Proposal Terms			
4. Mandatory Requirements completed			
4. Scored Requirements completed			
4. Completed Attachment #5, Technical Requirements			
4. Completed Attachment #6, Reporting Requirements			
4. Completed Attachment #7, Operations Requirements			
4. Completed Attachment #9, Performance Standards			
4. Scored Optional Requirements			
4. Completed Attachment #10, Vendor-Operated Call Center			
3. Certification Letter (Attachment #1)			
3. Authorization to Release Information (Attachment #2)			