



October 23, 2009

To All Prospective Bidders:

The California Travel and Tourism Commission (CTTC), a privately funded nonprofit corporation, is seeking a call center and Fulfillment vendor to assist in the promotion of California as a premier travel destination.

California Tourism is marketed exclusively by CTTC, a private nonprofit funded by assessed businesses that have an interest in promoting tourism in California. The Tourism Assessment Program was created under the California Tourism Marketing Act in 1995 with the passage of SB 256. The legislation authorized self-imposition of an assessment by businesses that benefit from travel and tourism. It also authorized the establishment the California Travel and Tourism Commission to oversee the promotion of California as a premier travel destination.

CTTC oversees the production of a variety of marketing activities - including advertising, visitor publications and cooperative programs - all designed to promote California to travelers, tourists and the travel trade. For more details, visit <http://tourism.visitcalifornia.com> in the "About CTTC" section; under "CTTC Publications," see "2009-2010 Work Plan."

Attached is a *Request for Proposal (RFP)* for those capable of meeting minimum requirements and carrying out the scope of work. All proposals will be carefully reviewed and evaluated based on the criteria noted in the attached document. Notice of Intent to Bid (a nonbinding document), as well as any written questions you may have to clarify this RFP, are due to the CTTC no later than 5:00 p.m., Pacific Standard Time (PST), October 30, 2009.

Sincerely,

Caroline Beteta
President & Chief Executive Officer
California Travel & Tourism Commission



SOLICITATION OF PROPOSAL FOR
CALL CENTER AND FULFILLMENT VENDOR

SOLICITATION OF PROPOSAL FOR CALL CENTER AND FULFILLMENT VENDOR

A. INTRODUCTION

As the number one travel destination in the United States, California annually generates more than \$96 billion in travel and tourism spending into the economy, directly supports jobs for almost one million Californians, and generates over \$5.8 billion in state and local tax revenues. Tourism is California's fourth largest employer and among the top three export-oriented industries in gross state product. Since 1998, the California Tourism program (a joint marketing venture of the California Travel and Tourism Commission and the California Division of Tourism) has reversed a decade-long decline in domestic market share and the resulting loss of jobs and billions of dollars in travel-related revenues for California.

Today, California Tourism is marketed exclusively by CTTC. CTTC is a private nonprofit 501(C)(3) funded by assessed businesses that have an interest in promoting tourism in California. **The Tourism Assessment Program** was created under the **California Tourism Marketing Act** in 1995 with the passage of SB 256. The legislation authorized self-imposition of an assessment by businesses that benefit from travel and tourism. It also authorized the establishment of a nonprofit, public benefit corporation, CTTC, to oversee the promotion of California as a premier travel destination.

In 2007, the Act was renewed by a 91 percent favorable weighted vote and is scheduled for review by industry referendum in 2013 (every six years). CTTC oversees the production of a variety of marketing activities – including advertising, visitor publications and cooperative programs – all designed to promote California to travelers, tourists and the travel trade. For more details please visit www.visitcalifornia.com.

B. PURPOSE

The purpose of this Request for Proposal (RFP) is to find company that can both manage the CTTC's call center as well as fulfill both international and domestic materials requests.

C. MINIMUM REQUIREMENTS

Proposals must address each item listed below, giving specific details of techniques to be used in meeting these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions in writing to the California Travel and Tourism Commission no later than October 30, 2009, 5:00 pm, Pacific Standard Time.

Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by the California Travel and Tourism Commission.

1. **Notice of Intent to Bid, Attachment 1:** Must be received by October 30, 2009. The notice may be faxed. The NOTICE OF INTENT TO BID, Attachment 1, is nonbinding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely NOTICE OF INTENT TO BID.
2. **Table of Contents:** Every RFP submitted must contain the following information:
 - a. **Services and Activities:** Provide description of the nature of the organization's services and activities. Note when the business was established, brief history and location. List the location(s) of the office(s) from which the primary work on this contract would be performed. If a subcontractor is utilized, please list the location of their office(s) where the work would be performed.
 - b. **No Conflict of Interest:** Client relationships that could potentially be considered a conflict of interest must be listed.
 - c. **Contract Manager/Team:** Identify one individual on the proposer's account team who will manage the contract work. Identify the role of each member who will service the account. Current resumes must be attached for each person who would in any way be associated with this account.
 - d. **References:** Provide at least two references.
 - e. **Scope of Work, Attachment 2:** Proposal must address all items described in SCOPE OF WORK, Attachment 2, in detail.
 - f. **Budget Form, Attachment 3:** A completed Call Center/Fulfillment Budget Form, Attachment 3, must be included. All costs associated with the Scope of Work must be included in the format provided.
 - g. **Fulfillment Process Flow Chart:** Proposal must contain an outline of the recommended fulfillment process, showing the various types of materials requests and the path such request would take from request to fulfillment. It should show the processes in place to check for inaccuracies, duplicates, etc. which may cause the Commission to incur additional cost.
 - h. **Financial Statement:** Proposer must provide evidence of financial stability. The proposer must document sufficient financial resources necessary to perform all services associated with this contract. Financial statements are required in the form of a balance sheet and/or income statement for the last year available. Financial statements are confidential, and must be labeled "confidential" and submitted in a separate envelope. One set is sufficient.
 - i. **Similar Work Experience:** Samples of work similar in scope should be included with proposal. Please provide a minimum of three overviews of experience, preferably related to tourism clients. Please list any recent awards that your company has received. Please specify areas in which your business is especially competent. Why do you feel that your company would be the most qualified to handle the Commissions account?

D. AVAILABLE FUNDS

The California Travel and Tourism Commission will initially fund the contract, with a minimum annual budget not to exceed \$300,000. This figure is based on out-of-pocket costs, reimbursements and service fees, with a ceiling on the total contract amount. In the future, this funding may be supplemented by private sector tourism companies. Proposal should be developed using a budget not to exceed \$300,000 for the management of the call center and fulfillment Services. Additional funding would be available for international shipping and postage.

The term of this project shall be from December 15, 2009 through December 15, 2012. The budget will be prorated based on the annual contract amount. This project may be extended at the Commission's discretion through an addendum signed by the selected bidder and the Commission. Such an amendment shall include a revised Scope of Work and Budget if the parameters of these documents change.

E. TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of the Commission.

Proposal release	October 23, 2009
Written questions due	October 30, 2009
Questions and answer summary mailed on or near	November 6, 2009
NOTICE OF INTENT TO BID DUE	October 30, 2009
PROPOSAL DUE	November 30, 2009
Evaluation by scoring committee	December 7, 2009
CTTC will conduct oral interviews	December 9-10, 2009
Commission awards contract and posts public Notice of intent to award contract (allow five-day protest period)	December 11, 2009
Contract in place when fully executed	December 15, 2009

F. DELIVERY OF PROPOSAL

Each bidder is required to deliver six (6) typed copies of its proposal to the California Travel and Tourism Commission office at the address listed below, no later than **November 30, 2009, 5:00 pm, Pacific Standard Time**. Proposals may not be faxed or e-mailed. Proposals may be sent by courier such as Federal Express, UPS, etc. to:

**California Travel and Tourism Commission
C/O Rob Jacinto, Operations Coordinator**

980 Ninth Street, Suite 480
Sacramento, CA 95814, USA
ATTN: Call Center and Fulfillment RFP

916.319.5404 Telephone
916.444.4410 Fax
rjacinto@visitcalifornia.com

ATTACHMENT 1

NOTICE OF INTENT TO BID

Due October 30, 2009, 5:00 PM Pacific Standard Time

FAX or SEND TO:

CALIFORNIA TRAVEL & TOURISM COMMISSION
C/O Rob Jacinto, Operations Coordinator
980 Ninth Street, Suite 480
Sacramento, CA 95814, USA
ATTN: Call Center and Fulfillment RFP

916.319.5404 Telephone
916.444.0410 Fax
rjactinto@visitcalifornia.com

Name of Bidder/Company:
Contact Person:
Mailing Address:
Telephone:
Fax:
E-mail Address
SIGNED:

ATTACHMENT 2

SCOPE OF WORK AND SELECTED BIDDER EXPECTATIONS Call Center and Fulfillment

The successful bidder will be required to complete the following work. The maximum amount available for this work on an annual basis is \$300,000. This figure does not include funds provided for pre-paid postage and shipping account, or additional necessary postage funds that may arise on an ad-hoc basis. For all services listed in the Scope of Work, the proposer must show the cost, broken out by out-of-pocket expenses and hourly rates, as outlined on the Budget page.

CONTRACTOR RESPONSIBILITIES

1. Fulfillment and Telemarketing

A. Incoming Mail Handling Capability

1) The Commission receives approximately one thousand (1,000) pieces of mail related to publication fulfillment per year. The Commission staff open, sort, bundle and send all one thousand (1,000) pieces of mail the Contractor for data entry.

2) The Contractor shall sort these one thousand (1,000) pieces of mail. In the event mail is received and sorted, that does not pertain to requests for travel information or any of the Commission's defined fulfillment programs, it shall be returned to the Commission weekly.

3) All items of mail shall be entered into the database. Typical items that arrive for data entry are letters or cards requesting travel information, Reader Service Cards, and fax requests sent to the Commission. 4) Data entry shall include the fulfillment piece, requester's name, address, city, state/province, zip/postal code, country (only for foreign addresses), media/source code, mailing class, and quantity requested.

B. Toll-Free Number Telephone Lines

1) The Contractor shall establish and maintain the Commission's five (5) toll-free telephone numbers that are capable of receiving calls from within the United States and Canada. The Commission receives approximately 30,000 calls a year that result in a packet.

2) The Contractor shall provide monitoring by a computerized automatic call distributor, which can accommodate a minimum of seventy-five (75) incoming lines, twenty-four (24) hours per day, each day of the year. The service must be able to handle a minimum of two thousand (2,000) calls per day during peak periods of the Commission's advertising campaigns and the blockage rate must not exceed five percent (5%).

3) The Contractor must provide live operators for a minimum of 13 hours per day (7am-8pm PST) and have recorded messaging capability. Though not required, the option for recorded response is beneficial. Contractor may utilize after- hours recorded messages referring callers to the Commission Web site and/or asking users to call back during normal hours of operation.

4) The Contractor's data entry shall include the fulfillment piece, the requester's name, address, city, state/province, zip/postal code, country (only for foreign addresses), media code, mailing class, either telephone number or email, quantity requested, and questions specific to the Commission's marketing efforts. The Commission may request that additional, specific data be captured at any time in addition to the aforementioned data capture.

5) The Contractor shall respond to approximately five thousand (5,000) customer service calls per year; these are calls that do not result in data entry or a package going out. Instead, the Contractor may be requested to provide a referral phone number or some additional concise tourism information to the caller. List of referral numbers will be provided by the Commission. Customer service calls should not last more than 1.5 minutes on average. If customer service calls cannot be answered based on referral information provided by the Commission or with some other concise response, then calls should be referred to the Commission telephone number provided or the Commission Web site. Contractor shall inform the Commission project manager if additional referral numbers or information is required. Call center staff shall be trained regarding appropriate responses and methods for reducing information-only call times.

C. Internet Services

1) The Contractor shall have Internet capabilities allowing consumers to order brochures via the Commission's Web site page www.visitcalifornia.com.

2) The Contractor shall maintain and process requests from the Commission's Web site package request form. Approximately one

hundred thirty thousand (130,000) package requests are received through the Internet. The Contractor shall have the ability to generate e-mail confirmation to the consumers requesting packages via the Internet.

D. Reader Response

1) The Commission receives approximately twenty thousand (20,000) reader responses per year. The majority of the reader responses shall be provided to the Contractor electronically. The Contractor shall organize these by source (i.e. magazine, periodical) into a format they require for data entry. Some reader response requests may be sent as labels. The Contractor shall organize these reader response labels by source (i.e. magazine, periodical) and enter them into the data base either manually or through electronic importation.

2) The Contractor shall enter the responses into the database and categorize by source. The Contractor's data entry shall include data that determines the type of package that is sent.

E. Database Storage, Programming and Information Retrieval

1) The Contractor shall have fully computerized equipment and software enabling accurate data capture and compilation. The system must have a twenty-four (24) hour, each day of the year "up" time with the capability of daily back-ups while on-line with a maximum downtime of one percent (1%) or less annually. The system should also include mechanisms to check for inaccurate or duplicate records.

2) APIs should be available for database synchronization with the Commission. The Commission must be able to deliver individual orders and bulk orders to the Contractor.

3) The Contractor shall develop programming changes whenever the Commission wants to make changes to the toll-free telephone number scripts, the reports or any other component of the program.

4) An optional provision is for the Contractor to have the ability to place a custom barcode on the shipping label to enable more efficient tacking.

F. Reports and Invoices

1) A series of tracking reports are required each month tabulating different segments of the database. The Contractor shall prepare monthly reports reflecting all activity during the invoice period as directed by the Commission. Sample reports are required to show

technical competence and separate your bid from other companies. At a minimum, they should show: Call volume, Types of Requests, and/or Time from ordering to fulfillment.

2) The Contractor must provide reports and full exports or real-time API access to retrieve individual and bulk orders made over the phone or by printed requests to the fulfillment company. Any subcontractor utilized by the contractor would be required to provide fulfillment data to the Contractor. This data would be provided in the normal reports given by the fulfillment company or made available through API access.

3) The Contractor should provide reports and full exports of those orders which are unable to be fulfilled due to reasons such as invalid addresses or returned mail.

4) The Contractor shall provide daily updates concerning the number of responses to the ad campaign if requested by the Commission.

5) The contractor shall, at their own expense, develop systems necessary to provide reports. Once reports have been approved by the Commission, the Contractor shall charge programming fees for any changes requested by the Commission. Accurate reports must be submitted in a timely manner, reflecting the previous month's numbers from the first day of the monthly to the last day of the month. The Commission shall withhold payment until validation packet, which includes invoices, reports and back-up data is accurate. The Contractor shall prepare additional reports upon the commission's request. The Contractor is responsible for any data captured by their subcontractor and consolidating that data into their monthly report.

6) In addition to monthly reports, the Contractor is required to provide quarterly fulfillment reports, distribution analysis, and recommendations for process improvements.

H. Fulfillment and Handling

1) The Contractor shall provide assistance to the Commission in maintaining a bulk mailing permit with the USPS and keeping the Commission advised on the status of the permit. Balance on postage account shall not drop below \$20,000. If the postage account drops below zero (90), the Contractor shall continue to process and ship mail until additional postage funds are provided by the Commission. The Commission requires up to three weeks to process requests for additional postage funds.

2) The Contractor shall find the most expeditious and cost-efficient manner to mail packages. This may include, but is not limited to, regular USPS service mailing the majority of packages third or fourth class. In addition, some fulfillment packages will be mailed first class or bound printed matter. The Contractor shall also look into use of mail

consolidators in order to reduce deliver time and cost. In addition, some fulfillment packages will be mailed first class and internationally. The commission will provide direction on how packages are to be mailed, including the possibility of contracting with a third party provider. The commission will repay postage fees.

3) The Contractor shall prepare various types of packages on an as-needed basis for the Commission. The Commission recognizes that special project may require additional funding outside this Scope of Work.

4) The contractor shall prepare various types of packages (approximately 200,000) for mailing at the direction of the Commission. Packages can include from (1) to six (6) inserts depending on the ad campaign, program code, the specific promotion or the publications in stock.

5) In addition to assembling the packages, the Contractor shall affix labels, seal envelopes and sort in compliance with shipper requirements.

6) The Contractor shall deliver packages for mailing to the USPS or other shipping facility within three (3) business days from the date of the mail, Web site request, or the call is received at the data entry facility.

7) The Contractor shall prepare approximately five thousand (5,000) bulk packages each year. Each bulk package order varies and could contain from ten (10) to one thousand (1,000) or more items. Throughout the year, the Contractor shall assemble bulk shipments for trade shows and conventions. These shipments consist of multiple publications and often have specialized shipping instructions. Shipments are often time sensitive and the Contractor shall research various methods of freight delivery that provide for least cost and on-time delivery. The Contractor shall count and box materials, seal the box, affix a label, and mail according to the shipper's requirements. Shipping methods could include, but are not limited to, USPS, trucking lines, air and ocean freight. The Contractor may consolidate materials from the Commission's industry partners on behalf of the Commission for use in trade shows and other events. The Contractor must have the ability to inform the Commission of the materials received and awaiting consolidation.

8) The Contractor shall process foreign shipments which require knowledge of customs requirements and processing of paperwork, customs brokers, and tracking of shipments. These shipments may include two thousand five hundred (2,500) publications or more. The Contractor shall research various methods of freight delivery that provide for least cost and on-time delivery for large foreign shipments. The Contractor may wish to subcontract with a third party for these services. The Contractor may also need to process individual foreign requests and should research various methods for the most cost-

effective and expeditious deliver of materials. The Contractor should provide an approximation of per pound postage costs for international shipping.

9) The Contractor shall track bulk shipments and maintain record of delivery. The Commission may require the Contractor verify delivery and provide evidence that the best option for that particular shipment was chosen.

J. Warehouse Storage

1) The Contractor shall be able to provide an average of fifteen thousand (15,000) cubic feet of enclosed warehouse storage for the fulfillment materials provided by the Commission.

2) The Contractor shall maintain a real time electronic inventory system and submit to the Commission monthly inventory reports of all fulfillment materials in storage. The Contractor must be able to provide this information for any SubContractor working on the Commission's account.

K. Special Projects

The Contractor shall implement new or special fulfillment related projects as requested by the Commission.

L. Pre-Paying Miscellaneous Postage, Shipping Materials and Envelopes

The Contractor shall have the ability to pre-pay some postage and shipping costs. The majority of the postage will be prepaid by Commission; however, the Contractor may be required to pay certain costs before being reimbursed by Commission. These costs are primarily for the shipping of bulk packages and the printing of envelopes. The Contractor shall be responsible for providing Commission with reports regarding postage meter balances. A minimum of three (3) weeks is required to request additional funds for the postage meter.

2. MERCHANDISING SERVICE

The Contractor shall, if directed by Commission, design, implement, and maintain a merchandising service at the Contractor's expense. The merchandising service should provide consumers with more detailed information not available in the basic fulfillment package and/or other California specific products. Such a service shall include selling merchandise of relevance to California, such as: a California road atlas, hiking guide, wildlife viewing guide, cookbook, travel video, T-shirt, beach towel, sunglasses, and baseball cap. The merchandising service will be established at no cost to Commission and will be included as part

of the Commission's Web site. The Commission and the Contractor shall agree on a mutually acceptable plan to share revenue from such a program.

ATTACHMENT 3

BUDGET
EXHIBIT B

1.	Incoming Mail Handling (\$____ per transaction)	x 1,000	\$_____
2.	Data Entry of Incoming Mail (\$__ per transaction)	x 1,000	\$_____
3.	800 Line Service and Data Entry of Calls (\$____ per call resulting in a packet)	x 30,000	\$_____-
	(\$____ per customer service call*)	x 5,000	\$_____
	(\$____ surcharge for International calls)	x 5,000	\$_____
	* The Commission will also entertain a flat rate for all calls received.		
4.	Internet Services (\$__per request for a packet)	x 130,000	\$_____
5.	E-mail Reader Response (\$____ per request for a packet)	x 20,000	\$_____
6.	Database storage, Programming and Retrieval (\$____storage per transaction)	x 200,000	\$_____
	(\$____ per hour for programming changes)	x 100	\$_____
	(for changes the Agency requests after all programs have been set up)		
7.	Reports - per month set fee		\$_____
8.	Label Production (\$____per transaction)	x 200,000	\$_____
9.	Fulfillment Handling (\$____ Package with 1-2 inserts)	x 150,000	\$_____
	(\$____ Package with 3-4 inserts)	x 45,000	\$_____
	(\$____ Bulk Package, varied inserts)	<u>x 5,000</u>	<u>\$_____</u>
	TOTAL NUMBER OF PACKETS	200,000	
10.	Warehouse Storage (\$____per cubic foot x 15,000)	x 12 months	\$_____
11.	Reserve for Special Projects		\$_____
12.	Miscellaneous Postage, Shipping Materials, and Envelopes		\$_____
	TOTAL COSTS (not to exceed \$300,000)		\$ _____

* Calls that do not result in a packet going out.

ATTACHMENT 4

FOR COMMISSION/AGENCY USE ONLY

Bid/Proposal: _____
 Evaluated By: _____
 Date: _____

PROPOSAL EVALUATION CRITERIA

Proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the criteria shown as follows for each component; each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

	Max. Points	Score
1. EXPERIENCE/DEMONSTRATED RESULTS OF FIRM for Call Center and Fulfillment Quality of experience in previous tourism-related accounts and ability to implement a comprehensive call center and fulfillment program. How was the success of previous programs measured?	20	
2. SCOPE OF WORK Quality and perceived effectiveness of proposed programs in scope of work and likelihood of achieving program objectives. Effectiveness and suitability of approach. Detail of plan.	20	
3. FAMILIARITY WITH CALIFORNIA PRODUCT Extent of knowledge and familiarity with the California product, for example: destinations, attractions, activities, events and industries.	10	
4. QUALIFICATIONS OF PERSONNEL AND PROPOSED SUBCONTRACTORS Prior experience and how it related to this project.	10	
5. CAPABILITIES OF FIRM Quality of past performance for varied accounts on developing effective programs. References.	20	
6. COST EFFECTIVENESS The maximum services are provided in relation to the per hour fee charged and value of overall project. The budget is reasonable and appropriate.	20	
TOTAL POINTS	100	

ATTACHMENT 5

FOR COMMISSION/AGENCY USE ONLY

Bid/Proposal: _____

Evaluated By: _____

Date: _____

ORAL INTERVIEW CRITERIA

The evaluation committee may, if they deem necessary, select certain proposers for oral interviews. Interviews apply only to the top finalist(s), as determined by the evaluation committee. This oral interview will allow finalists to demonstrate their understanding of the project objectives, and to articulate their capability to meet or exceed the requirements of this RFP.

The evaluation committee reserves the option of conducting the interview via teleconference, or at the finalist's and/or the proposed subcontractor's site, or other designated site.

The evaluation committee reserves the right to designate one or more members of the committee to perform the oral interviews, if needed, so that grading of oral interviews may be done by fewer than the entire committee.

If interviews are not required, the maximum number of points is 100. If interviews are deemed necessary, the maximum number of points is 150.

If a finalist cannot meet on the designated interview date, the evaluation committee reserves the right to disqualify the finalist as non-responsive.

The following criteria will be used for scoring the oral interview.

	Max. Points	Score
1. Quality and completeness of answers regarding the proposed work plan. Professionalism of personnel assigned to the account.	20	
2. Proposer's ability to integrate its ideas into the Commission's overall tourism objectives.	10	
3. Quality of proposed strategies and work samples.	20	
SUBTOTAL POINTS	50	
TOTAL POINTS	150	