Online Booking Engine for Lodging Reservations

November 12, 2010

A VASCUPP Member Institution
Issued by
Procurement Services
Charlottesville, Virginia
I. GENERAL INFORMATION

Request for Proposal (RFP) Name: Online booking engine for lodging reservations

RFP Number: #KC111210

Issue Date: November 12, 2010

Brief Description and Goal of the RFP: To select a firm which will provide a commercial off-the-shelf online booking engines for local (Charlottesville, Virginia) lodging reservations, for the University of Virginia’s (the “University”) website. The University wants two versions; one for the guests and visitors of the University and the other for internal University department use.

Pre-proposal Questions: Any questions concerning this RFP must be sent to the buyer listed below no later than: 1:00 p.m., Tuesday, November 30, 2010. The purpose of the pre-proposal question time period is to allow potential interested parties an opportunity to present questions and obtain clarification relative to any facet of this RFP.

Proposal Due Date: 3:00 p.m., Tuesday, December 7, 2010
Proposals may be sent via email or mail using the contact information in the box below. If sending by mail, provide four copies of each proposal. The University may, at its discretion, accept late proposals if it is determined to be in the best interest of the University.

Negotiations: Negotiations, if needed, will be held on the week of December 13, 2010. These negotiations likely will be held via email, but may also be done via the phone, in person, webinar, or a combination of all methods.

Expected Award Date: January 4, 2011

Term of Agreement: The term of the resulting Agreement will be for two years, with the ability to renew on the same or similar terms and conditions, for two additional two-year periods if mutually agreeable to the University and the Selected Firm. The Selected Firm and the University will mutually agree at least 180 days prior to each renewal period whether to renew the terms of the Agreement.
This Request for Proposal has been posted on Procurement Services web site for your convenience. Addenda and attachments are posted if issued. The RFP can be downloaded at this web site: [http://www.procurement.virginia.edu/pagerfp](http://www.procurement.virginia.edu/pagerfp). It is the firm’s responsibility to ensure that the latest version of the entire RFP and related links are reviewed prior to submission of a proposal. We encourage you to check the web site frequently for any changes prior to the due date. Call (434) 924-1346 if you have trouble accessing the RFP from the web. For questions about the content of the RFP, contact the buyer listed above. Additional information can be found on Procurement Services web site: [http://www.procurement.virginia.edu](http://www.procurement.virginia.edu).

For ease of reference, each firm or individual receiving this RFP is referred to as a “firm” and the firms or individuals selected to provide services for the University is referred to as the “Selected Firm.” This RFP states the instructions for submitting proposals and the procedure and criteria by which firm(s) may be selected.

II. SCOPE OF GOODS & SERVICES

The University seeks a qualified firm to provide a commercial off-the-shelf online booking engine for local lodging reservations for the University’s website (the “Goods and Services”) that meets the needs of the University. The Goods and Services provided may include, but not be limited to, the following:

A. General functionality of lodging reservation search engines (for both the guests and visitors use and the internal University department use) will include:
   1. Directly indexes lodging reservation engines.
   2. Compares rates and availability across all participating lodging properties. Be able to sort search results via multiple methods, such as, but not limited to the following; price, location, quality.
   3. Matches the look (color, font, etc.) of the webpage(s) on which it is placed. The engine, via API or Widget, should be easy to integrate with University hosted and maintained web pages.
   4. Connects and allows for reservation to be made directly on the lodging website.
5. Implemented and functional within 90 days of award date.
6. Provide the University with a rebate based on all reservations booked through the booking engines.
7. Allow for the University to have final approval of local lodging vendors participating in the booking tool. Participating lodging vendors should be limited to the Charlottesville, Virginia area.
8. Guarantee that pricing displayed in the widget’s search result:
   a. Is competitive. On average, 70% of the widget search results should show pricing that is, or matches, the best pricing available, when compared to other online pricing search options.
   b. Is accurate. When user clicks through to make reservation, the price displayed must match price made available via the lodger website 100% of the time (no bait and hook).
   c. Is available. Search results should only show actual availability. Greater than 95% availability accuracy is required.
9. Obtain any and all trademark, logo, and / or rights of use documentation required, so the University is able to display, via the widget search results page, the logos and / or pictures of participating lodging vendors.

B. Specific functionality of lodging reservation widget for University departments may include:
1. Compares rates and displays the lower of; the market rate offered by a lodger at the time of the search, or the negotiated University rate (if available).

C. Customer service will include:
1. Provide an account manager specifically assigned to manage the University’s account. This individual will be the main contact for all University issues.
2. Return phone calls and emails from the University within three business hours.
3. Continuous 24 / 7 technical support to ensure widgets function correctly throughout the term of the resulting agreement.

D. Additional technology may include:
1. Create online reservation engines for smaller lodging firms that do not have an existing online reservation engine. If reservation system includes the collecting of credit card information for payment, then it must meet all PCI compliance requirements (see PCI Term below);
2. The search engine should be fully tested and functional with all major Internet browsers, including, but not limited to; Internet Explorer versions 7 and above, Apple Safari, Mozilla Firefox and Google Chrome. A mobile version that can be displayed and functional on Smart Phones using the Apple iPhone/iPad/iTouch operating system and the Google Android system is also requested.

E. Reporting may include:
1. Monthly reports showing:
   a. Searches made via the booking engine and percent that resulted in reservation.
   b. Number of reservations by visitors and guests
   c. Number of reservations by University departments
   d. Revenues generated, by property, from sales made via the booking engine
2. Other reports as requested by the University.
III. BASIS OF SELECTION

Proposals will be evaluated based upon the overall merits/value of the proposal including, but not limited to, price. The University will evaluate proposals, and if a firm is to be selected, select the firm on the basis of:

1. The firm's plan to provide the University with the products as described in the Scope of Good and Services section;
2. The firm’s experience in providing Goods and Services similar to those described in this RFP, to include the firm’s references from clients;
3. The firm’s price proposal, including, but not limited to; implementation cost, maintenance cost, reservation fees charged to lodgers, and rebate program; and
4. The firm’s Small, Woman-owned and Minority-owned (SWAM) businesses status and/or the firm’s plan for utilization of SWAM businesses. For more information about SWAM and the University’s SWAM plan, please see the letter at Attachment 1 and refer to the following site: [www.procurement.virginia.edu/main/publicpostings/rfp/SWAMplan.pdf](http://www.procurement.virginia.edu/main/publicpostings/rfp/SWAMplan.pdf)

Note 1: A 10% minimum weight will be given to this criterion in evaluating proposals.
Note 2: Any questions related to SWAM business and SWAM subcontracting opportunities can be directed to Bill Cooper, the University’s Director of Supplier Diversity, at (434) 924-7174 or [SWAM@virginia.edu](mailto:SWAM@virginia.edu).

IV. CONTENTS OF PROPOSAL

Proposals will be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis will be on completeness and clarity of content, and will be organized in the order in which the requirements are presented in the RFP.

Unnecessarily elaborate brochures and other presentations beyond that sufficient to present a complete and effective proposal are not desired and may be construed as an indication of the firms’ lack of cost consciousness. Elaborate artwork, expensive paper and bindings, and expensive visual and other presentation aids are neither necessary nor desired.

Firms will provide the following information:

1. A brief history of the firm and its experience, qualifications and success in providing the type of product requested.
2. Each firm will indicate in their proposal the firm’s ability to achieve / comply with each specification. In the event that the firm wishes to propose an alternate specification that, in any way, differs from the above specifications, the firm will detail their proposed change(s) and how the proposed change would compare to the listed specification. Proposals will be formatted in such a way to address each of the above specifications in a line-by-line process.
3. The implementation date of the widgets, from the time of the order (i.e., 10 wks after order).
4. Information on the warranty associated with the product the firm is proposing. What happens if the widgets do not function as advertised? Describe the timeline and processes that will take place.
5. The firm’s proposed price / fee for providing the Goods and Services, to include implementation and maintenance, reservation fees to lodger, and rebate to the University.

6. At least three references where similar Goods and Services have been provided. Include the name of the firm / organization, the complete mailing address, and the name of the contact person as well as their telephone number and email address.

7. The firm’s Small, Woman-owned and Minority-owned (SWAM) businesses status and/or how the firm intends to utilize SWAM firms in regards to this particular procurement.

8. Provide a list of institutions of higher education with which the firm has signed a term contract.

9. Provide the amount of annual sales the firm has with each VASCUPP Member Institution. A list of the VASCUPP Members can be found at [http://www.vcu.edu/procurement/coopcon.htm](http://www.vcu.edu/procurement/coopcon.htm)

10. Complete and return the information requested in Attachment 2, Firm Information.

11. Respond to the following questions or statements:
   a. Describe the firms’ response plan to address a broken widget.
   b. What type of compensation is provided in cases where a widget is non-functional for an extended period of time?
   c. Describe how pricing information is displayed in the widget’s search results. Does price displayed show final price including all taxes and fees?
   d. Are there advertisements in the widget?
   e. List any pending suits specifying your firm as the defendant or plaintiff and if the suit is with a customer, provider or competitor.

**NOTE:** Virginia Freedom of Information Act
Except as provided below, once an award is announced, all proposals submitted in response to this RFP will be open to the inspection of any citizen, or any interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a firm as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act; however, the firm must invoke the protections of this section prior to or upon submission of its proposal, and must identify the specific data or other materials to be protected and state the reasons why protection is necessary. A firm may not request that its entire proposal be treated as a trade secret or proprietary information. Nor may a firm request that its pricing be treated as a trade secret or proprietary information, or otherwise be deemed confidential.

**V. TERMS AND CONDITIONS**

This solicitation and any subsequent award is subject to:

1. The Selected Firm registering as a vendor with the University of Virginia.
   [https://www.procurement.virginia.edu/pagevendorregistrationform](https://www.procurement.virginia.edu/pagevendorregistrationform)

2. Unless otherwise deemed appropriate by the University, the Selected Firm(s) will enroll in one of the University approved methods for receipt of electronic payments. Accordingly, the Selected Firm agrees to accept Bank of America’s (“BoA”) ePayables® method of electronic payment or BoA’s PayMode® method of electronic payment.

3. The Selected Firm registering and accepting eVA Terms and Conditions prior to award.

4. The University’s Mandatory Contractual Provisions:

5. The University’s Preferred Contractual Provisions:
Note: Unless a firm expressly and specifically states its exception to any of the Preferred Provisions in its written proposal, then the proposal from the firm will automatically be deemed to include those Provisions.

6. The University's Procedure for Resolution of Contractual Claims


7. Insurance Requirements:
Listed below is the insurance the Selected Firm must maintain under any Agreement resulting from this RFP. In no event should the Selected Firm construe these minimum required limits to be their limit of liability to the University. The Selected Firm will maintain insurance which meets or exceeds the requirements of the University with insurance companies that hold at least an A- financial rating with A.M. Best Company. No Agreement will be executed by the University until the Selected Firm satisfies the insurance requirements of the University. The Selected Firm may be required to provide the University with a valid Certificate of Insurance before providing any goods or services to the University. The University reserves the right to approve any insurance proposed by the Selected Firm.

Commercial General Liability:
The Selected Firm and any Subcontractor will provide a minimum combined single Limit of Liability for bodily injury and property damage of $1,000,000 per occurrence and a $2,000,000 aggregate with the following coverages:

- [X] Premises/Operations
- [X] Products/Completed Operations
- [X] Contractual
- [X] Independent Contractors
- [X] Personal Injury
- [X] Additional Insured

Automobile Insurance:
The Selected Firm and any Subcontractor will provide a minimum combined single Limit of Liability for bodily injury and property damage of $500,000 per occurrence with the following coverages for vehicles operated by their employees.

- [X] Any Automobile
- [X] Owned and Non-Owned Automobiles

Errors and Omissions:
The Selected Firm and any Subcontractor will maintain a minimum Limit of Liability of $2,000,000 per claim for professional errors and omissions coverage.

*Additional Insured:
The University will be named as an Additional Insured, and the proper name is: “The Commonwealth of Virginia, and the Rector and Visitors of the University of Virginia, its officers, employees, and agents.”

8. Formation of the Agreement with the Selected Firm
All proposals received will first be carefully evaluated by the University, and then the University intends to conduct negotiations with two or more firms. After negotiations have been conducted, if the University chooses to make award, the University will select the firm which, in its opinion, best meets the needs of the University. Alternately, if the University determines in writing and in its sole discretion that only one firm is fully qualified, or that one firm is clearly more highly qualified than the others under consideration, it may decide to negotiate and award an agreement to that single firm. In
either event, the University intends to execute a mutually satisfactory written agreement which will reflect and largely incorporate this RFP as reconciled with any pertinent documents, such as the proposal submitted and relevant negotiation correspondence.

**Because the University may choose to negotiate and award to a single firm as discussed above, each firm must include in its written proposal all requirements, terms or conditions it may have, and should not assume that an opportunity will exist to add such matters after the proposal is submitted.**

Any firm(s) invited to negotiations should note that the University reserves the right to begin negotiations by combining the best aspects of submitted proposals from all responding firms as the basis for subsequent formation of any Agreement resulting from this RFP.

Firms should also note that, as described above, certain matters will automatically be deemed part of the proposal.

9. **PCI DSS Compliance**

If applicable, the Selected Firm may accept credit card payments from the University and third parties (i.e. students, parents, etc) for the Services described in this RFP. The firm acknowledges and agrees that it is responsible for the security of any cardholder data that it processes, transmits or stores, and warrants that the Selected Firm is, and will remain at all times during the term of the resulting Agreement (and any subsequent renewal periods), in compliance with the PCI DSS [Payment Card Industry (PCI) Data Security Standard (DSS), a copy of which is available at: https://www.pcisecuritystandards.org/pdfs/pci_dss_saq_navigating_dss.pdf]. Firm will take all necessary steps to ensure such compliance; such as, but not limited to, no cardholder or magnetic stripe information will be stored in a database or internet storage device or space; only truncated card information will be provided on the sales slip provided to the cardholder; all merchant sales slip copies will be physically protected against unauthorized access; any media device storing cardholder information (e.g. wireless terminal) will be physically protected against loss, theft or unauthorized access; and hardcopy cardholder data will be destroyed before physically disposed of. Firm will maintain appropriate documentation of: (1) their processing level (Level 1-4) including certification of compliance and certification of compliance for all point-of-sale software or internal processing systems that they may employ; and (2) completed Quarterly Network Scans of all outwardly facing IP addresses (as defined in PCI DSS) for those Firms required to perform such scans. Firm further agrees to use only credit card service providers that are PCI DSS compliant for credit card processing. Firm will indemnify, defend and hold harmless the University and its employees, trustees, officers, and agents, from and against all damages, judgments, losses, and reasonable costs or expenses (including reasonable attorney’s fee) (“Damages”) arising from lawsuits, actions, claims or demands by the (“Claims”) seeking compensation for personal injury or property damages caused by or attributable to any data security compromise occurring as a result of Firm’s negligence or the breach of any of Firm’s obligations herein.
Greetings:

The quality of service the University of Virginia is able to deliver to its customers is directly related to the excellent support we receive from you and many other outstanding suppliers of goods and services. Without you, we would not be able to fulfill our educational, health care and research missions. An important part of our procurement program involves our commitment to doing business with small, women-and minority-owned (SWAM) businesses. As one of our most important vendors, we look to you to help us achieve this objective.

We conduct substantial business with small firms. We have been less effective in securing long-term business relationships with minority-and women-owned businesses. We are determined to improve our record.

I seek your assistance in two areas. First, to the extent practical, I ask that you involve small, women-and minority-owned businesses in the delivery of services you provide to UVa. Second, I seek your help in reporting your results through our quarterly subcontracting reports. The terms and conditions previously provided to your organization outlined this process.

This effort is important to us. We depend on you in so many ways – this is another way that we can partner with your company to make things better.

Sincerely,

Leonard W. Sandridge
Executive Vice President and Chief Operating Officer

LWS:dr
Madison Hall · Post Office Box 400228 · Charlottesville, Virginia 22904-4228
Full Legal Name (Company name as it appears with your Federal Taxpayer Number):

Address:

Telephone Number:         FAX Number:
Web Address:
Email Address:

DUNS Number:

SWAM Information:
Is your firm certified with the Commonwealth of Virginia’s Department of Minority Business Enterprises (DMBE):  □ Yes □ No

Minority-Owned Business:  □ Yes □ No
Women-Owned Business:  □ Yes □ No
Small-Owned Business:  □ Yes □ No

Is your firm registered as a vendor in the Commonwealth of Virginia’s e-procurement system (eVA)?  □ Yes □ No

Point of Contact for this Proposal:
Name:
Address:

Office No.            Mobile No.            FAX No.
Email Address: